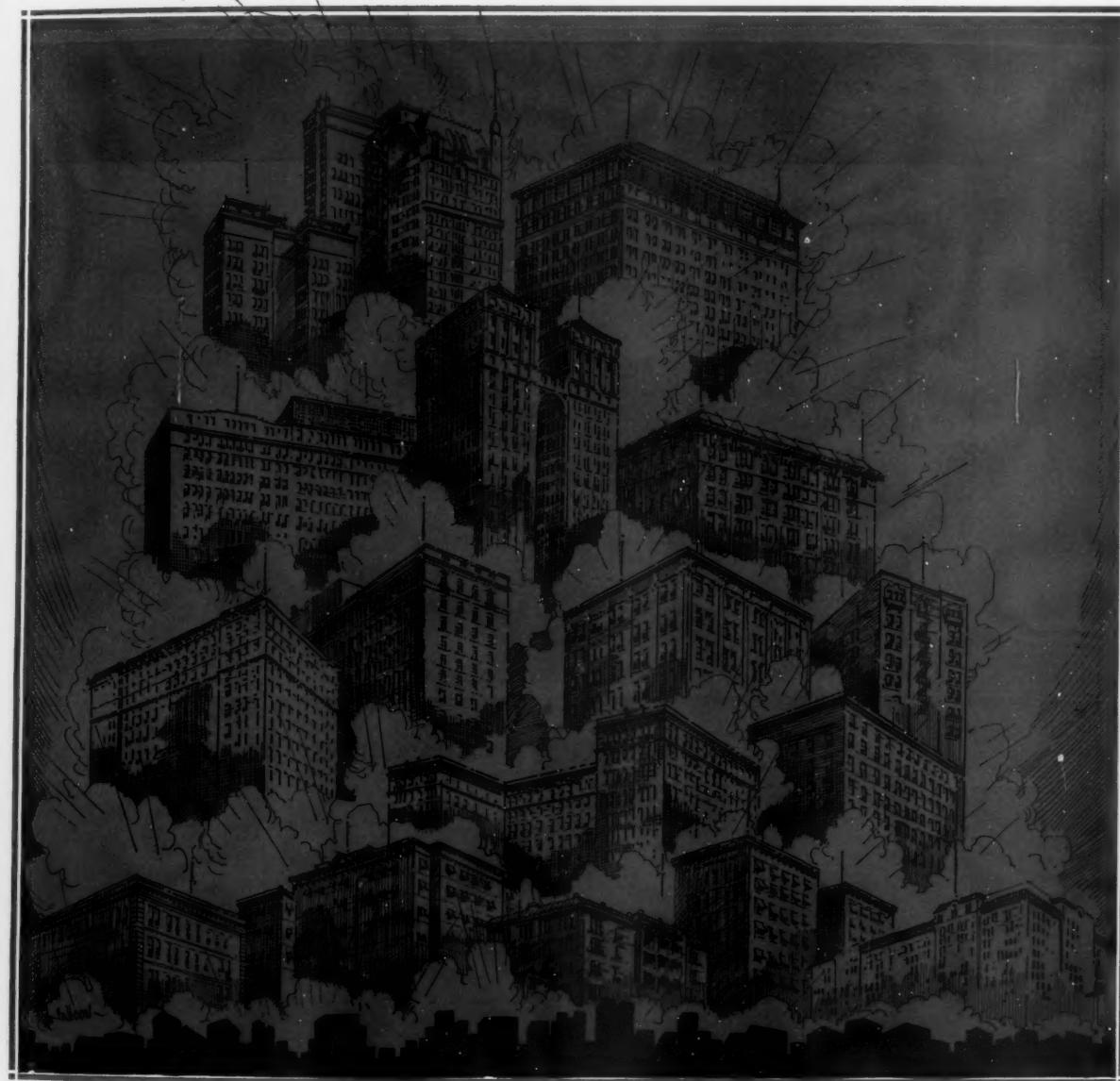


# DALLAS

OFFICIAL PUBLICATION of the DALLAS CHAMBER of COMMERCE



—Sketched by Guy Cahoon.

## "A Tower of Hospitality"

A Composite Drawing from Photographs of Dallas' Leading Hotels  
(See Page 8)

# Dallas, Destiny and Dotted Lines~

Eastern boys who once thought of Texas as a place to hunt Indians have grown up into men who see it as the happiest of hunting grounds for business.

Small wonder. In fifteen years the cities of Texas have doubled in size. Our highways have flung their hard-surfaced miles into the fruitful places. Now and again our farm income has slipped above a billion dollars a year. We've found oil and other things.

Now we in Dallas—the rays of the Lone Star have been specially bright upon us—are going to spend a half million dollars to advertise what we have and are. A good investment. A flyer in Destiny Preferred.

We've voted some thirty-five million dollars for bonds. Stepping upward.

Young men in Pullman cars and older men at directors' tables will be talking about Dallas. Business—distributing organizations—manufactories—capital and brains are going to be weighing us as possible neighbors and friends. We are proffering our dotted lines for their signatures and we are going to get them, but they are going to look us over first.

They are going to size Dallas up, primarily and most universally through her big newspaper.

How much is it worth to Dallas right now to have a paper like The News?

## The Dallas Morning News

*Oldest Newspaper in Dallas—Oldest Business  
Institution in Texas*



## Meeting Completely Every Office Requirement

*Field Equipment for  
Every Office Need*

MORE THAN  
300 STYLES

Unit Filing Cabinets

Sectional Filing  
Cabinets

Counter Height Files

Underwriters Steel  
Safes

Sectional Steel

Book Cases

Steel Desks

Car' Index Cabinets

Office Tables

Steel Shelving

Planfiles

Transfer Cases

From waste basket to safe—from the one man office to the modern skyscraper—ART METAL can supply every need in office equipment in permanent and attractive steel.

Over 300 styles in stock lines provide for all but the most unusual requirements in desks, filing devices, safes and steel shelving. And for the unusual, our skilled engineers design the special unit that exactly suits your purpose.

The new Art Metal Catalog will at once show you the unlimited scope of ART METAL service. It fittingly deserves a place in every business executive's library. We will be glad to place it in yours on request.

## CLARKE and COURTS *Manufacturing Stationers*

Now at 1506-8 Young St.  
DALLAS, TEXAS

# Art Metal

Exclusive Dealers Steel Office Equipment

Free Parking Space In Rear of Building

## UTILIZE THE ECONOMY OF STEEL



# LYON Steel Shelving

YOU can have the help of Lyon Engineers in laying out your stock or tool room. Units of Lyon Steel Shelving will be adjusted to accommodate your specific product—no matter what. These units will be arranged on the floor to fit your production or handling methods. Such an installation is efficient. It is also economical. Lyon Steel Shelving is strong and durable. Does not become obsolete. It is standardized. Installations can be expanded or rearranged. Parts are interchangeable and always available. Phone or write for complete information.

Steel Shelving . . Lockers . . Cabinets . . Counters . . Steel-art Folding Tables and Chairs . . General Steel Storage Equipment and Steel Furniture. The Lyon name and trade mark attest the strength, finish, usefulness and durability of Lyon Steel Products.



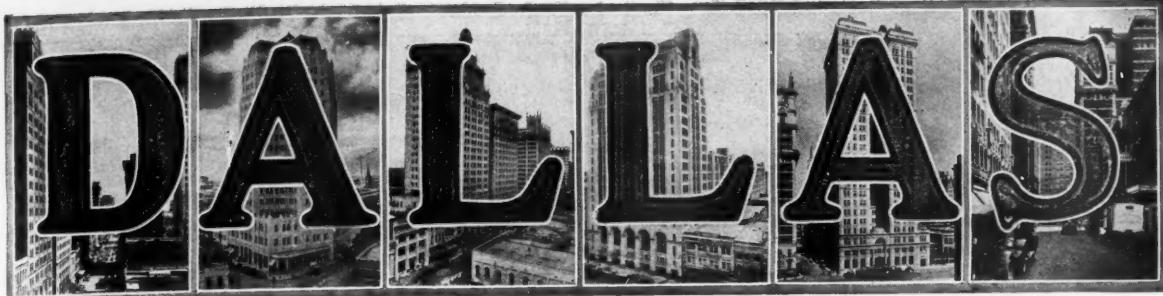
LYON Service is Rendered in This Territory by

## STEWART OFFICE SUPPLY CO.

1610 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second class matter Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 7

May, 1928

No. 5

## Why Advertise Dallas?

*Some of the Reasons Back of the Plan to Spend \$500,000 on National Publicity*

WITHIN a few days approximately ten million people will be reading the story of a new Dallas, a greater Dallas that will result from the steady stream of industries coming to this city.

In the Saturday Evening Post of May 26, the June Nation's Business and the June 2 Literary Digest will be full page advertisements announcing to the world that Dallas now holds and intends to indefinitely maintain the commercial, industrial and financial leadership of the Southwest.

These advertisements are the official opening of the Industrial Dallas, Inc. community advertising campaign. The Chamber of Commerce has looked forward to and planned for this event for more than two years. The raising of the fund and the organization of Industrial Dallas, Inc., is considered by the directors of the Chamber as one of the outstanding accomplishments of the organization.

Following these three advertisements will be others in class and trade publications, and at regular intervals in the three general magazines above.

The story of the tremendous development of the Southwestern market, of which Dallas is the undisputed center, will be told in the general advertisements, with emphasis placed on the strategic location of Dallas for serving that section. In the trade journals specific opportunities will be explained, as outlined in the Lockwood Green & Co. survey, in the various lines of finance, commerce and manufacturing.

There is to be no hullabaloo, no excitement in the campaign. A frank statement of facts, impressive enough in themselves, will be presented with dignity and the reader will be asked to make his own decision.



Courtesy of Southwest Printing Co.

Many business experts have declared the Southwestern states—Texas, Oklahoma, Arkansas and Louisiana—to be places of unusual opportunity, states in which industry is in its infancy—a healthy growing infancy.

Statistics prove that the Southwest is the fastest growing section of the United States, with population rapidly increasing in numbers and in buying power.

This fact has already been recognized by many national concerns, as shown by 1350 of them that now have Southwestern branches in Dallas. This figure may be startling to the

average business man who has been inclined to consider the North and East as the best market for his goods, yet that number is growing steadily at the rate of more than three a week.

Another chapter in O. Henry's "Voice of the City" might well be written to include the voice of Dallas.

Could this city speak it would say in substance: "I was founded by a hardy stock of pioneers. The blood of these adventurers still courses in my veins and will continue to do so until the end of time. I am a red-blooded city where old homes are torn down to make way for new towering structures. Traditions serve only to indicate that while I have become great in a short span of half century, I will not have served my purpose in the scheme of things unless I continue to grow in even greater proportions."

But in O. Henry's day Dallas was little more than a village, a prosperous little agricultural town.

Today Dallas ranks 19th in bank clearings, 23rd in postal receipts, 15th in general jobbing and only four cities surpass it in the distribution of dry goods.

At the end of the Civil War a census showed that were nearly 3,000 people here. The 1928 city Directory shows nearly 290,000.

It is but natural that the stranger would ask for the reason for this great growth. In the center of a vast and prosperous agricultural territory, surrounded by mineral resources of incalculable value, Dallas is the focal point for the wealth of the Southwest. Strategically located for supplying the needs of the empire of the Southwest, Dallas has built a mercantile and financial center which

(Continued on page 14)



Plant of the Masterbilt Tailoring Company

**F**EW manufacturing, wholesale and retail establishments continue to choose Dallas as their Southwestern headquarters. The month by month roster of new concerns has assumed the proportions of a directory of a good sized town. Sixty-five new firms were opened during the month and many of the older establishments increased their scope of activities, with expansion in production and distribution.

#### Gas Heaters.

As a direct result of a convention one new factory branch decided to locate in Dallas. This was the Ward Heater Company branch, announced during the preparations for the American Gas Association convention here. Henry C. Morris, president of the Dallas Gas Company, was largely instrumental in getting this new industry. The home office of the company is in Los Angeles and is said to be one of the largest of its kind in the world.

#### Packing Houses.

Two of Dallas' great packing houses have announced improvements totaling more than \$400,000. The Max Hahn Packing Company will spend immediately about \$350,000 for improvements. The Swift & Company, at their Armstrong plant here, will

spend about \$150,000 for refrigeration equipment to augment their present system.

#### Monuments.

The McNeel Marble Company of Marietta, Ga., has chosen Dallas as the logical distributing point for this territory and has opened offices in the Dallas National Bank Building, with T. L. Wallace in charge. This company specializes in marble monuments, mausoleums and other structures.

#### Men's Suits

In less than sixty days of operation the Masterbilt Tailoring Company has jumped from nothing to 125 men's suits a week and expects to climb to 600 a week by the end of the year, according to M. M. Blakeney, president of the company. The new factory is capitalized at \$75,000, has sixty-two employees and 125 salesmen, with a factory pay roll of \$1,500 a week.

T. L. Wallace, vice president of the McNeel Marble Company, Marietta, Ga., announces the opening of the Southwestern headquarters at 1302 Dallas National Bank Building. Mr. Wallace and his family have recently moved here from Atlanta, where he has had charge of the company's office for the last ten years. Mr. Wal-

lace will have charge of the Dallas office. Associated with him will be M. R. Bratton, also of Atlanta.

The McNeel Marble Company is the largest manufacturer of artistic memorials in the South or Southwest and one of the oldest and largest in America. The company has operated for thirty-five years under one management and handles monumental work exclusively.

#### New Concerns

The record for new concerns established here during the last thirty days is as follows:

A. C. Electric Co., 1605 Patterson Ave., retail electric equipment.

Arco Company, 1313 Southwestern Life Bldg., paints, varnish and enamel; Southwestern sales office; home office, Cleveland, O.

Auto Battery & Electric Co., 2011 North Harwood St.

Bucyrus-Erie Co., 1212 Magnolia Bldg., steam shovels, dredging machinery, etc., district office for the Southwest, E. J. Wilkie, District Sales Manager; home office, South Milwaukee, Wisconsin.

Standard Oil Company of California, San Francisco, California, will estab-



# Business Didn't Wait for the Spring Campaign

lish Texas headquarters tenth floor, Marvin Building, about June 1, according to announcement made recently by Warner Clark, General Manager. This company now has its Texas headquarters at Colorado, Texas.

W. A. Craddock & Company, 508 Marvin Building; brokers.

Concrete Form-Hold Corp., 520 Construction Industries Bldg., building specialties; A. E. Shepperson, district manager; home office, Culver City, Calif.

Continental School of Business, Inc., 1222 Fidelity Union Building; incorporated for \$20,000 by John T. Higginbotham, E. F. Puls and U. A. Lewis.

Cramer Relay Company, 3040 Main St., distributors of Relay Motor Trucks.

De Soto Motor Corporation (Div. Chrysler Motor Corp.), Dallas National Bank Bldg., Lee Francis, District Manager; Home Office, Detroit, Mich.

Dudley & Webb Insurance Agency, 701 Fidelity Union Bldg.

Mrs. Drake's Sandwiches, 4404 Junius Street; wholesale sandwiches for drug store trade.

The Foxboro Company, 2104 Magnolia Bldg., gages, controllers and



Workers at the Dallas Tent and Awning Co. at work on the largest tent ever made in the State.

thermometers; Southwestern district office; home office, Foxboro, Mass.

General Electric Co. (Refrigerator Division), Magnolia Building; division sales office, H. A. Cheatham, manager; home office, Schenectady, N. Y.

International Supply Co., 2016 Magnolia Bldg., oil field supplies; Texas headquarters office moved here from Fort Worth; home office, Tulsa, Okla.

Kearny Oil Company, Live Oak and Liberty Streets; building large service station.

Ludlow Typograph Co., 405 South Akard St., Southwestern distributing branch; home office, Chicago, Ill.

McDowell Beauty Shoppe, 1311 West Davis St., Oak Cliff.

McNamee & Company, Cotton Exchange Bldg., cotton, grain and provision brokers; A. J. Delahunt, manager; home office, Chicago, Ill.

McNeel Marble Company, 1302 Dal-

las National Bank, memorials; Southwestern district office; T. L. Wallace, Vice President and Manager; home office, Marietta, Ga.

Martha Washington Candies Co., 3111 Oak Lawn Ave., retail store.

E. E. Mason, automobiles, 2214 Main St.

Mexican Petroleum Company, 1402 Republic Bank Bldg., Southwestern headquarters; home office, New York, N. Y.

Moses & Wiginton Man Shop, 1100 Corinth St.; retail clothing.

C. C. Parks Realty Co., 727 Slaughter Bldg., real estate.

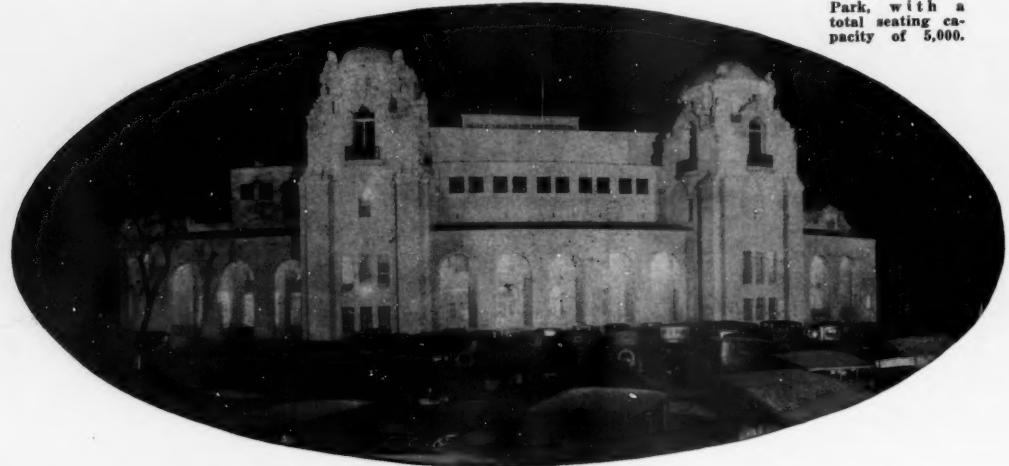
Pearl Auto Works, 2123 Cedar Springs Road, garage.

Peoples Loan Society, 217 Southwestern Life Bldg., loans.

Phillips-Jones Corporation, 309-11 North Austin St.; distributing branch

(Continued on page 27)





Auditorium, Fair Park, with a total seating capacity of 5,000.

## Dallas--The Ideal Convention City

*A Message for Those Who are Coming to the Southwest to Meet in Convention*

What are the chief requirements for a successful convention city? Ample hotels and auditoriums, easy accessibility, facilities for entertaining and diversion, and whole-hearted hospitality on the part of the citizenship. Give Dallas a chance to show you it qualifies along these lines, and is, moreover, a city of interest and opportunity.

### Dallas Is Easily Accessible

Nine trunk line steam railroads and their subsidiaries serve Dallas, with approximately 108 passenger trains daily in and out of the \$6,500,000 Union Terminal Station. Networking a 100-mile radius of Dallas are six electric interurban lines, with 258 trains daily in and out of the \$1,000,000 Interurban Station, Dallas, with its 22 steam or electric rail outlets, and good surfaced highways leading in all directions, offers ideal transportation facilities. Modern railroads, with their steadily increasing efficiency, are distance annihilators. As examples, Dallas is now but 16 hours by rail from Kansas City, 18 hours from St. Louis, 27 hours respectively from Chicago and Cincinnati and 43 hours from New York.

### Where Highways Center

For those who wish to use the automobile, for convention visits or touring, Dallas has the advantage of being located on five transcontinental highways: Bankhead, Meridian, King of Trails, Dallas-Canadian-Denver and the Dixie Overland. These highway organizations assure the tourist of well-kept roads. A tourist camp and centers of highway information are maintained at Dallas.

### Plenty to Amuse You.

No matter what your taste or hobby, Dallas can amuse you. Perhaps it is baseball; the home of the Dal-

### A City of Fine Hotels

Dallas' superb hotel facilities are a never-ending source of favorable comment by visitors. First impressions are the most lasting and the splendid modern plants of the Dallas hosteries, coupled with courteous service and most reasonable prices, play no small part in "selling" the visitor upon the merits of Dallas as a whole. Dallas has approximately 130 hotels, large and small, valued at \$30,000,000 and with a total guest capacity of around 20,000. The city has easily assimilated larger crowds, an example being days during the State Fair when the attendance exceeded 200,000, with nearly half of these visitors. Dallas' eight largest downtown hotels alone have a total of more than 3,000 rooms. Few American cities of similar size, save resort centers, equal Dallas in hotel facilities. And above all you will find reflected in the "city's guest rooms" the same genial spirit of individual welcome and courtesy that characterize the private homes of the hospitable Southwest.

ing and hunting facilities are available in season. Boating on White Rock and Bachman's Lakes is popular. Several municipal and other pools offer sport for the swimmer. An amusement park is open throughout the summer at Fair Park.

### Parks and Drives Abound.

A motor trip over some of Dallas' more than 260 miles of paved streets and boulevards offers views of the city's 4,100 acres in parks and park property. Included in the list is Fair Park, home of the State Fair of Texas, the Nation's largest annual State Fair, with an average attendance of 1,000,000. Dallas has at Marsalis Park a zoo that ranks with those of cities several times Dallas' size. The Dallas-Oak Cliff viaduct is said to be the world's longest concrete viaduct. Dallas has beautiful residential districts on every side of the down-town district, one of these being among the finest in America. The visitor has a splendid street railway system at his disposal, 131 miles of trackage, and no part of the city proper further than five blocks from a trolley line.

### Your Wife Will Like This

You will find your wife will want to spend much of her time in visiting Dallas' splendid shops while you are attending your convention. It is claimed that perhaps no city the size of Dallas offers such a complete and attractive retail market. Dallas has some half-dozen excellent department stores, one of the largest in the Southwest, and one said to be the most beautiful woman's store in the Nation. Dallas does a retail business of more than \$260,000,000 annually.

### Theatrical Facilities Good

Dallas has 38 theaters, with a combined seating capacity of 28,000.

(Continued on page 18)

las Steers, the local entry in the Texas League, Class A, seats more than 10,000. Perhaps it is golf; Dallas has 16 courses, including some of the sportiest in the Nation. Golf is a year-round sport under Dallas' sunny skies. Perhaps it is football; the State Fair Stadium, seating 15,000, is the home of intersectional and Southwestern gridiron classics. Fish-



Postmaster John W. Philp, Air Mail Pioneer

**T**WO years ago on May 6th at Love Field, a beautiful young lady broke a bottle of ginger ale against the propeller of a plane, christening it "Miss Dallas." The old pony express was there to serve as a contrast between the old and the new.

Three quarters of a century ago, when the pony express started, days of time were saved between the East and West—the price for mail was \$10.00 in gold for each half ounce, and many were glad to pay it. On this May day in 1926, Dallasites saw the latest form of transportation, a beautiful plane capable of making over 100 miles an hour, and willing to carry the mail for ten cents for each half ounce—many times the speed of the pony express and at 1/100 of the cost. May 12th the service actually started, being about the fifth private company to start carrying mail by air.

#### Growth.

Up to 1926 the only air mail route was the one operated by the Post Office Department between New York and San Francisco. By virtue of the Kelly Law, providing for transportation of the mail by private companies, seven or eight lines were started that year. In 1927 the great transcontinental and the New York-Chicago overnight were turned over to private companies, making the passing of the Post Office Department from the actual business of mail transportation. Other routes were designated, contracts awarded and operations started, so that today there are twenty privately operated lines flying every twenty-four hours over 20,000 miles and covering most of the United States. This development in the short space of two years is little short of remark-

# Two Years of Air Mail in Texas

By CHAS. B. BRAUN

Division Traffic Manager National Air Transport, Inc.

able, and a tribute to the ability, resourcefulness and ingenuity of the American business man, and to the foundation laid by the Post Office Department. It has been accomplished without any subsidy from the government—the only country in the world which can boast of such an achievement.

#### Dallas' Position

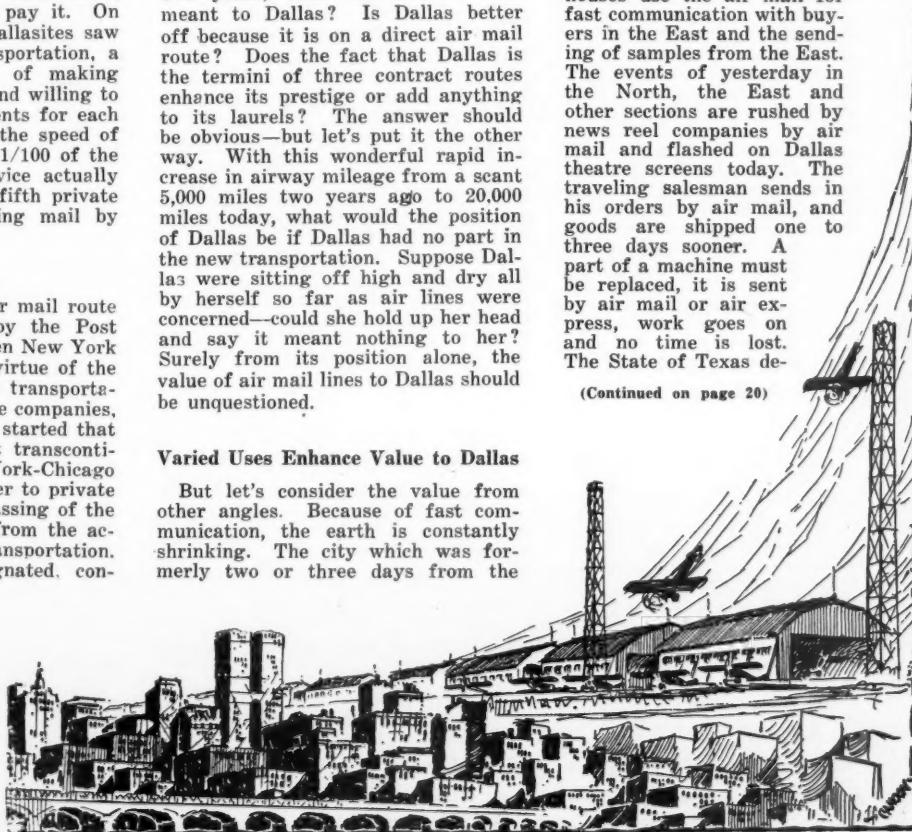
Looking backward over the past two years, what has the air mail meant to Dallas? Is Dallas better off because it is on a direct air mail route? Does the fact that Dallas is the termini of three contract routes enhance its prestige or add anything to its laurels? The answer should be obvious—but let's put it the other way. With this wonderful rapid increase in airway mileage from a scant 5,000 miles two years ago to 20,000 miles today, what would the position of Dallas be if Dallas had no part in the new transportation. Suppose Dallas were sitting off high and dry all by herself so far as air lines were concerned—could she hold up her head and say it meant nothing to her? Surely from its position alone, the value of air mail lines to Dallas should be unquestioned.

#### Varied Uses Enhance Value to Dallas

But let's consider the value from other angles. Because of fast communication, the earth is constantly shrinking. The city which was formerly two or three days from the

centers of industry, commerce and finance is now only twelve hours from Chicago, twenty-four hours from New York. Chicago can be reached by mail in almost the same time that one can reach people in Dallas itself. Dallas banks sending items by air mail save one to two days interest. Cotton firms and oil companies make money the same way. Loan companies are enabled to communicate with the home office, push a loan through in three to four days as against the former seven. Wholesale houses use the air mail for fast communication with buyers in the East and the sending of samples from the East. The events of yesterday in the North, the East and other sections are rushed by news reel companies by air mail and flashed on Dallas theatre screens today. The traveling salesman sends in his orders by air mail, and goods are shipped one to three days sooner. A part of a machine must be replaced, it is sent by air mail or air express, work goes on and no time is lost. The State of Texas de-

(Continued on page 20)



—Courtesy Southwest Printing Co.

# Dallas Snapshots

*Thumb Nail Sketches of the Southwest's Greatest City*

DALLAS—Financial, commercial and industrial center of the Southwest. DALLAS—1928 wholesale business amounted to \$840,000,000. DALLAS—In 1900 was 86th in population, 58th in 1910, 42nd in 1920. DALLAS—Has a metropolitan area population of 290,000. DALLAS—Leads the world in the manufacture of cotton gins. DALLAS—42nd in population but 15th in wholesale business. DALLAS—42nd in population but 23rd in postal receipts. DALLAS—42nd in population but 23rd in bank clearings. DALLAS—Where labor conditions are ideal; an open shop city. DALLAS—Within a day's ride of more than 10,000,000 people. DALLAS—Has 131 buildings, 5 to 29 stories high. DALLAS—Largest inland cotton market in the world. DALLAS—Home of the nation's largest state fair. DALLAS—Annual retail business more than \$250,000,000. DALLAS—1350 foreign corporations are located in Dallas. DALLAS—Greatest telephone development per capita of any city in the world. DALLAS—Center of a "Magic Circle" wherein dwell 2,000,000 people. DALLAS—Cultural center; 132 schools, 301 churches. DALLAS—Gateway to commerce with Mexico. DALLAS—Transportation center; nine steam railroad systems, six interurban lines. DALLAS—Headquarters for 5,000 traveling men. DALLAS—In over night travel of great oil fields of the Southwest. DALLAS—Has more than 500 wholesale houses. DALLAS—Fifth largest insurance center in the U. S. DALLAS—Fifth in the distribution of dry goods. DALLAS—3rd in the distribution of farm machinery. DALLAS—1st in manufacture of saddlery and harness and leather goods. DALLAS—Has longest concrete viaduct in the world. DALLAS—Has largest terminal warehouse outside New York. DALLAS—Has more than 4,000 acres in public parks and playgrounds. DALLAS—Home of the Federal Reserve Bank, 11th district. DALLAS—Annual manufacturing business of more than \$165,000,000. DALLAS—Has sixteen state and national banks with total combined surplus and capital of \$24,094,195.95. DALLAS—Has mild climate, altitude 466 feet. DALLAS—Annual rainfall averages 37 inches. DALLAS—Average annual temperature 65.4 degrees.

DALLAS—Founded 1841. DALLAS—149 firms do business in foreign countries. DALLAS—108 passenger trains operated out of Dallas each day. DALLAS—189 package cars operated daily. DALLAS—238 express and mail cars daily. DALLAS—Banks first in per capita express and 14th in total express business. DALLAS—130 hotels with guest capacity of 20,000, an investment of \$30,000,000. DALLAS—38 theatres with total seating capacity of 29,000. DALLAS—Has 131.83 miles of street car trackage, nine motor busses. DALLAS—Has 261 miles of paved streets. DALLAS—3,527 retail establishments employ 20,000 with payroll of \$30,000,000 annually.

DALLAS—At end of 1927 had 64,664 gas meters. DALLAS—At end of 1927 had 56,162 water meters. DALLAS—Scholastic census 47,411. DALLAS—Has finest municipal landing field in the southwest. DALLAS—Handled three million bales of cotton in 1927. DALLAS—One half cotton crop of U. S. within 12 hours ride. DALLAS—Has abundant supply of natural gas. DALLAS—Has 60,000 homes, 52% rented. DALLAS—A paved highway leads in every direction from Dallas. DALLAS—Medical center of the southwest. DALLAS—Seventy-two newspapers, magazines and periodicals. DALLAS—Seven reservoirs with combined capacity of 70,608,000,000 gallons. DALLAS—Year round golf Mecca, with sixteen private, municipal and club courses. DALLAS—Most popular convention city of the southwest. DALLAS—Founded by hardy pioneers, whose spirit still survives. DALLAS—Home of Southern Methodist University. DALLAS—Noted for its amateur and professional sports. DALLAS—Center of the fastest developing market in the world. DALLAS—Home of the South Central Division, U. S. Chamber of Commerce. DALLAS—Terminus of the Chicago-Dallas Airmail line. DALLAS—Located on three airmail routes. DALLAS—Home office for eight life insurance companies. DALLAS—Home office for 10 fire insurance companies. DALLAS—Home office for four casualty insurance firms. DALLAS—174 insurance agencies operate in Dallas. DALLAS—Has plentiful supply of skilled and unskilled labor. DALLAS—Located on five transcontinental highways. DALLAS—Practically every line of merchandise is carried in the Dallas market. DALLAS—Ideally located for wholesale distribution to the Southwest. DALLAS—In the center of the Southwest's most densely populated territory. DALLAS—Bus center of the Southwest. DALLAS—Where men dream and then make dreams come true. DALLAS—A nationally advertised city. DALLAS—A focal point for the eyes of investors of the United States. DALLAS—Has two large textile mills, another has been organized. DALLAS—A smokeless city, natural gas used for fuel largely.

## Index Numbers

### Cost of Building

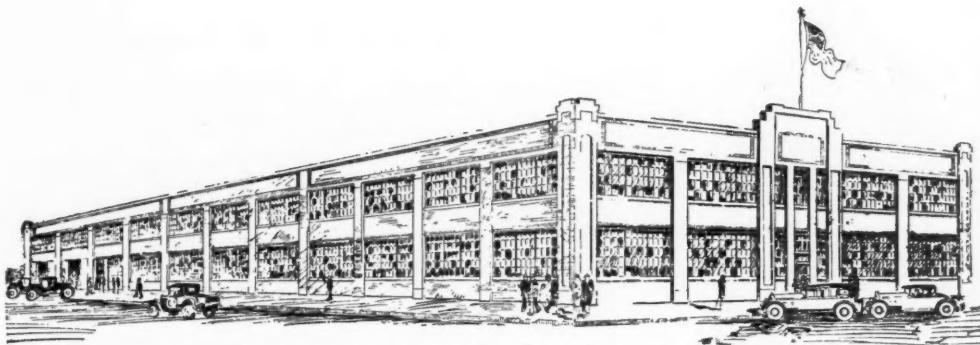
#### Construction

##### 1913 Costs—100

##### March 1928

	All Texas	Other States
Frame	200.0	203.1
Brick, Wood Frame	197.0	214.4
Brick, Steel Frame	189.0	197.7
Reinforced Concrete	185.0	201.5
All Other Construction	192.7	204.1
—Figures by American Appraisal Co.		

DALLAS—In 1927 manufacturing business totaled \$167,890,000. DALLAS—In 1927 retail business amounted to \$255,000,000. DALLAS—In 1927 there were 71,210 motor vehicles registered in county. DALLAS—In 1927 assessed valuation was \$246,747,700. DALLAS—In 1927 postal receipts amounted to \$3,855,787. DALLAS—In 1927 building permits were \$12,053,333. DALLAS—In 1927 bank clearings were \$2,645,992,040. DALLAS—In 1927 bank debits were \$2,620,377,000. DALLAS—In 1927 bank deposits were \$158,623,374. DALLAS—In 1927 bank resources were \$195,976,995. DALLAS—At end of 1927 had 61,172 light meters. DALLAS—At end of 1927 had 67,035 telephone connections.



New Plant of The John E. Mitchell Co., Makers of Cotton Gin Machinery

## Texas ~ A Fantasy

"Texas occupies all the continent of North America except a small part set aside for the United States and Canada. Texas owns the north half of the Rio Grande, the only dusty river in the world; also the only one, with the possible exception of the Trinity, which is navigable for pedestrians and mud cats.

"Texas is bounded on the North by twenty-five or thirty States, and on the east by all the oceans in the world except the Pacific, and on the south by the Gulf of Mexico and South America, and on the west by the Pacific ocean, the milky way, and the Sidereal Universe. If Texas were chopped loose from the rest of the United States and the Panhandle, it would float out into the ocean, for it rests upon a vast subterranean sea of fresh water.

"Texas is so big that the people in Brownsville call the Dallas people Yankees, and the citizens of El Paso sneer at the citizens of Texarkana as being snobs of the effete East. It is 150 miles further from El Paso to Texarkana than it is from Chicago to New York; Dallas is nearer St. Paul, Minn., than it is to Brownsville, Texas. The United States with Texas left out would look like a three-legged Boston terrier. The chief occupation of the people of Texas is trying to keep from making all the money in the world. Chief pursuit of the Texans was formerly Mexicans, but now it is land buyers, steers and Texas crop records.

"Texans are so proud of Texas that they cannot sleep at night. If a Texan's head should be opened, the map of the state would be found on his brain. Unless your front gate is at least eighteen miles from your front door, you do not belong to society, as constituted in Texas. Mrs. Kleburg's gate is 150 miles from her front door, and she is thinking of moving her house back so that she won't be annoyed by the passing automobiles. Other Texas landlords have whole mountain ranges and

rivers on their ranches. One Texan has forty miles of navigable river on his farm. If the proportion of cultivated land in Texas were the same as Illinois, the value of Texas crops would equal that of the forty-seven other states combined. Texas has enough land to supply every man, woman and child in the whole world, with a tract of 5x20 feet, and have enough left over for the armies of the world to march around the border abreast. Texas grows enough alfalfa which, if baled and built into a staircase would reach to the pearly gates. If all the hogs in Texas were one hog, he would be able to dig the Panama Canal in three roots. If all the Texas steers were one steer, he could stand with his front feet in the Gulf of Mexico, one hind foot in the Hudson Bay and with his horns punch holes in the moon, and his tail brush off the mists from the Aurora Borealis."

AS TEXAS IS TO THE UNIVERSE,  
SO DALLAS IS TO TEXAS

## Metropolitan Plans for Dallas

Civic leaders who gather in Dallas May 7 for the National Conference of City Planning should find much to interest them in a community which has grown during forty years from a village at a temporary railway terminus to be a metropolis with some 300,000 inhabitants. They can see there a rapidity of development which is peculiarly American, and they can study at first hand a program for orderly expansion which is among the most ambitious in the country. For Dallas, looking toward the time when it may have a population of a million, has had a plan since 1910, and, though it is largely unexecuted, the voters

have recently assumed an obligation of \$37,350,000 to be expended for indicated improvements during the next nine years.

By widening the scope of her original intentions, Dallas expects to weld a great area into a metropolitan district. A first step will be the creation of a highway system to which approximately \$7,000,000 of the fund will be devoted. Another important measure, for which a nearly identical sum has been appropriated, involves the Trinity River, which separates 100,000 inhabitants from the business and industrial center, and the addition, by levee-building, of 11,500 acres of land for factory sites. Incidentally it is said that the river improvements will permanently eliminate the danger of floods.

The confidence of Dallas in its own future, substantially expressed in no inconsiderable number of dollars, cannot fail to have its effect on the business of the region as measured by employment, bank clearings and construction, and her undertakings are a fine exemplification of the theory conspicuously developed in America that even the topography of a city can be successfully modified.

—New York Herald Tribune.

## New Federal Building for Dallas

The topographical survey of the site for Dallas' new postoffice building has just been completed. The site for the new building has been owned by the Government for about twelve years. The building is expected to cost \$1,250,000.

## Try This

The spelling of this sentence is said to trip up many of the best stenographers:

It is agreeable to view the unparalleled embarrassment of an harassed saddler or peddler serenely sitting upon a cemetery wall gauging the symmetry of a perfectly peeled potato.



## Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, BUSINESS MGR.  
Vol. 7 May, 1928 No. 5

### DALLAS CHAMBER OF COMMERCE OFFICERS

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GEO. WAVERLEY BRIGGS	Vice President
ARTHUR L. KRAMER	Vice President
NATHAN ADAMS	Vice President
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Porter Lindsey	Phil T. Prather

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#### THREE-YEAR TERM

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John W. Carpenter	S. B. Perkins

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M. J. Norrell	General Manager
Z. E. Black (Retailers, Conventions)	Asst. General Manager

E. M. Fowler	Financial Secretary
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Clyde V. Wallis	Industrial Department
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John Boswell	S. W. Div. Service, Highways
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A. L. Reed	Sam Goodstein
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W. H. Moore	L. A. Bell
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Herbert B. Carpenter	Membership
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Robert J. Smith	Wholesalers
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E. C. Wallis	Manufacturers, Foreign Trade
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A. B. Jolley	Miss Ruth Payne
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Harry Peterson	Agriculture
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Mrs. M. E. Tate	Highway Service
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H. V. DeArmond	Junior Chamber
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C. L. Norsworthy	Pres. Wholesale Mer. Assn.
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T. J. Mosher	Pres. Manufacturers' Assn.
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Herman Philpston	Pres. Retail Mer. Assn.
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Sam P. Cohen	Pres. Junior Chamber
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Chamber of Commerce of the United States of America—Joseph F. Leopold, Manager, South-  
ern Central Division.

Open Shop—R. S. Haseltine, Pres.; C. A. Jay,  
Vice President and General Manager.

Real Estate Board—Roy E. Smith, President; E. A.  
Bell, Secretary.

Automotive Trades Association—F. A. Ferris, Pres.;  
Dr. J. H. Connell, Executive Secretary.

Kessler Plan Association—Dr. E. H. Cary, Pres.;  
John E. Surratt, Secretary.

Hotel Association—H. H. Hudson, Pres.; Mrs. C.

L. Hamil, Secy.

National Air Transport, Inc.—C. B. Braun, South-  
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OFFICE: Chamber of Commerce Building, 1101  
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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY  
ADVERTISING RATES ON APPLICATION

## EDITORIALS

### DALLAS-MADE

Every two weeks the Dallas Manufacturers' Association stages a combination lunch and industrial exposition at one of the hotels for the benefit of the housewife, the retailer and the manufacturer himself.

At these meetings representatives from the three groups speak and a much more definite understanding between the manufacturer, the merchant and the consumer is arising.

Dallas people are realizing each day that much of the merchandise they buy each day is made in Dallas, equal in quality and price to that made elsewhere. There are few necessities of life, either for his person or his home, that the Dallas man cannot buy from a Dallas factory. This increasing support of home industries is one of the major factors that contribute to the growing roster of new industries.

Some three hundred thousand people in Dallas and the millions in the Southwestern trade territory are becoming more and more attractive to those Eastern and Northern factories who are finding it more convenient to serve each distinct market from the center, rather than from some point a thousand miles away.

### FALLING IN LINE

The spirit of "A Greater Dallas" is spreading rapidly in Dallas. The latest evidence of this fact is the establishment of a "Made in Dallas" booth in the North Texas National Bank. Dallas made products are exhibited here and literature descriptive of those industries which have found prosperity here is being distributed. For several months The American Exchange National Bank has based its advertising on the city rather than on its own institution. Other concerns have joined in and are using all or a part of their display space in the newspapers to call attention to the increasing importance of the city in which they are located. This procedure, linked up as it is with the national advertising program, will serve a dual purpose. First it will sell Dallas to the outside world, but even more important, it will sell Dallas to itself.

### HIGHWAY INFORMATION

Now that the vacation time is approaching attention of the Chamber members is called to the highway department on the first floor of the Chamber of Commerce. Information regarding highways in any part of the United States, points of interest, resorts, etc., is available. Further, the manager of this department will be glad to map out entire routes, covering the interesting points of any section to which a visit is planned.

### AIR MAIL

It has been estimated that ten times the present users of air mail can profitably utilize this time saving service. This would mean several hundred pounds of air mail each day out of Dallas. Postmaster Phil advises every business man to make a survey of his mail problem to determine if the air mail may not be used to advantage.

### Y. M. C. A.

The Y. M. C. A. Campaign to raise a million dollars for a new building was substantially over-subscribed, indicating that while Dallas plans for great industrial expansion the matter of moral and spiritual development is not to be forgotten. "A well balanced city" is a term that aptly may be applied to Dallas.

### BRAG ABOUT THEM!

Watch for the "ads." Tell everybody you know about them!

## WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

## BANK CLEARINGS

	1927	1928	1927	1928
January	\$229,992,906.46	\$229,304,531.28	\$223,308,000	\$236,596,000
February	196,745,819.83	202,756,886.66	196,631,000	214,275,000
March	220,543,122.81	218,410,753.88	211,214,000	230,083,000
April	200,626,627.89	199,600,686.28	203,980,000	209,427,000
May	192,025,092.80		181,433,000	
June	190,192,864.47		188,284,000	
July	182,591,715.82		185,981,000	
August	192,638,168.78		189,293,000	
September	255,592,042.29		243,714,000	
October	284,698,815.71		268,064,000	
November	259,541,248.42		258,992,000	
December	240,808,716.72		269,485,000	
Total	\$2,645,992,040.40		\$2,620,377,000	

## BUILDING PERMITS

	1927	1928	1927	1928
January	\$412,624	\$619,989	\$311,033.63	\$316,629.65
February	528,992	584,634	312,651.92	348,879.00
March	1,088,994	858,466	336,314.91	339,673.60
April	576,703	798,573	302,816.28	304,437.00
May	733,423		290,903.21	
June	1,466,225		303,521.35	
July	673,837		245,918.46	
August	770,975		306,198.75	
September	2,198,659		383,080.18	
October	451,704		358,282.32	
November	524,932		327,146.30	
December	382,525		422,787.67	
Total (Dallas proper)	\$9,774,846		\$3,855,787.93	

## GAS METERS

	1927	1928	1927	1928
January	62,479	64,881	65,198	67,148
February	62,702	65,021	65,547	67,347
March	62,724	65,532	65,854	67,697
April	62,832	65,712	65,991	67,902
May	62,885		65,925	
June	62,952		65,486	
July	63,026		65,364	
August	63,123		65,365	
September	63,354		65,877	
October	63,740		66,461	
November	64,298		66,859	
December	64,711		67,035	

## STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS," published monthly at Dallas, Texas, for April, 1928. Before me, a Notary Public in and for the State and county aforesaid, personally appeared E. C. Wallis, who, having been duly sworn according to law, deposes and says that he is the Editor of the Magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

NAME OF—  
Publisher, Dallas Chamber of Commerce,  
Editor, E. C. Wallis,  
Business Manager, Earl Y. Bateman,

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state). NONE.

(Signature of editor, publisher, business manager, or owner.)  
4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

E. C. WALLIS, Editor.

Sworn to and subscribed before me this 18th day of April, 1928.

(SEAL)

C. F. POAG, Notary Public.  
(My commission expires June 1, 1929.)

## Keeping up With Busy Dallas

George Fairtrace, for four and one-half years city engineer of Highland Park, a few days ago was appointed city manager of Wichita Falls at a salary of \$10,000 a year.

Henry C. Morris, vice president and general manager of the Dallas Gas Company, has been appointed president of the company, to succeed W. V. M. Towelson of New York. R. G. Soper has been named vice president.

Harold E. Rosenbush of Butte, Mont., has been named manager of the Dallas office of Bradstreet Company, to relieve Mr. Welborn Patterson, resigned.

The Dallas Purchasing Agents' Association has elected B. R. Newberry, president, W. J. Morrison and Charles Singleton vice presidents, C. F. McAuliff secretary, L. M. Mitchell treasurer.

Bentley Young has been nominated for the presidency of the Dallas Wholesale Credit Men's Association, subject to the May 24 meeting. Nomination customarily results in election.

Sale of the Leon Kahn Shoe Company of Dallas to the Schiff Shoe Company of Columbus, O., has been announced. Lew Berns of Dayton, O., has come to Dallas to assume the management of the store. In addi-

Office Phone 7-5561 Res. Phone 3-4613

## HENRY NUSS

## BOOKBINDER

and

## PAPER RULER

Loose Leaf and Binders

416 South Ervy, Dallas

## Schoolar, Bird &amp; Company

C. H. Schoolar, C. P. A., President  
George H. Bird, Sec'y & Treas.

Established in the Southwest  
Twenty-two Years

## AUDITS :: SYSTEMS

## TAX SERVICE

Santa Fe Building

Dallas, Texas



## Guard your postage

**C**ONSIDER the lowly stamp box with its accompaniments, the sponge and water cup. Cheap, easy to buy—these wasteful relics, basis of many a mail-room system, still hold far too prominent a place in hundreds of business houses—and almost daily lead to postage loss.

But already, thousands of business leaders have discarded such ancient mailing methods. For them, "Metered Mail" automatically guards the postage account. It eliminates buying, handling and accounting for stamps—prevents their use for private corre-

spondence—facilitates preparation of outgoing mail—keeps accurate check on postage expense.

"Metered Mail" is prepaid mail—imprinted by the mailer with a meter authorized by the Government. Every piece of "Metered Mail" is automatically counted, sealed and stacked in your own office.

"Metered Mail" can be handled faster than any other class of mail by the Post Office because it eliminates facing, cancelling and routine handling. "Metered Mail" is speeded mail both in your office and after it is despatched.

### A Consulting Service

Our line of equipment includes combined imprinting and sealing machines for the use of both Metered and Non-Metered Permit Mail; and sealing and stamping machines for the use of adhesive stamps, Government stamped envelopes, and precancelled stamps; also mail tables and sorting equipment. As the largest distributor of Pitney-Bowes Mailing Equipment, we have at all times a staff of mailing specialists in the leading business centers throughout the country and offer you their services upon request.



### THE POSTAGE METER COMPANY

*Sole Distributors of Pitney-Bowes Mailing Equipment*  
752 PACIFIC STREET, STAMFORD, CONN., U. S. A.  
OFFICES IN TWENTY ONE AMERICAN CITIES AND FOREIGN COUNTRIES

### FRANK W. MASTERS

*Branch Manager*

515 GLOYD BUILDING, TELEPHONE NO.—VICTOR 4837  
KANSAS CITY, MO.

2432

WE have very desirable office space arranged with warehouse or exhibit space adjacent thereto



The service you buy from us is based on forty years of experience.

\* \* \*  
Our facilities unequalled in the South

### Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS

tion he will act as manager of the company's southwestern affairs.

F. M. Kleber, well known to the baking industry in the Southwest, has been named district sales manager for Anheuser-Busch products.

W. W. Yeager, display manager of E. M. Kahn & Co., has been elected president of the Dallas Displaymen's Club. E. V. Johnson of Sanger Bros. was elected vice president, and H. J. Murphree was elected secretary-treasurer.

After several years of national recognition the Dallas Little Theatre has been established in a home more in keeping with the character of the institution. The new building is modern throughout and unusually attractive in design.

Increase in the capital stock of the E. M. Kahn & Co., one of Dallas' oldest mercantile establishments, from \$250,000 to \$400,000 has been announced. The increase was made from the surplus representing accumulated earnings.

The Dallas Morris Plan Co. celebrated recently the tenth year of its establishment in Dallas. The growth of the company's activities has been steady since its organization.

### Why Advertise Dallas?

(Continued from page 5)

today ranks high among the major commercial cities of this country.

Agriculture was largely responsible for the early development of the city. Wholesaling and jobbing then entered the field and have grown to such an extent that this year the retail merchants of the Southwest will buy approximately one billion dollars worth of merchandise in the Dallas market.

Now a third factor is adding to Dallas' strength as the "center of the Southwest." That is manufacturing. Six hundred and fifty factories are turning out \$167,000,000 worth of manufactured goods each year. New factories and factory branches are being announced almost daily.

But Dallas is not only a good city in which to accumulate wealth. It is a good city in which to live. The hard driving business men have plenty of time to pause in their daily labor to better the community in which they live.

Interspersed among the towering skyscrapers are the spires of beautiful churches. More than two hundred of these are well supported by a church-going community. Sunday school attendance averages more than 45,000 men, women and children.

Still planning for the future the citizens of Dallas have provided a most complete school system for the training of youths that will carry on in future Dallas activities. There are seven high schools, forty-six grade schools and eighty private schools. Among the latter are Southern Methodist University, Dallas Univer-

sity and Baylor University's department of medicine, pharmacy, dentistry and nursing.

For the children's play hours the city has provided a park system that is not surpassed in any city of its size in the world. Fifty parks, most of which have playground equipment, cover some 4,100 acres. Here are baseball diamonds, golf courses, tennis courts, swimming pools and football fields.

Perhaps no form of individual sport has been so enthusiastically supported here as golf. There are sixteen golf courses, five of which are municipal. The temperate climate makes golf a year-round pastime. The attractive courses have brought some of the world's most famous golfers to Dallas.

The matter of theatrical entertainment has not been neglected. Doing a year round business are thirty-eight theatres with a combined seating capacity of 28,000. Those include summer and winter stock companies, road shows, high class vaudeville and motion picture houses, the nationally famous Little Theatre and the Municipal Auditorium seating 5,000 persons.

Each season the Chicago Civic Opera Company brings its best offerings to Dallas and other high class forms of entertainment are provided during the fall season in the auditorium.

Dallas hotels have grown in magnificence and in hospitality with the city. Thirty million dollars are invested in the 130 hotels here. Twenty thousand visitors can be comfortably housed each night. Some of the largest conventions have been handled with ease.

Truly Dallas is a well-balanced city where men labor and earn, then trade their earnings for comfort and happiness.

"It is because of those things," the Voice of the City might say, "that more than 15,000 new names are being added to the Dallas City Directory each year."

## Ownership of Air Port Passes to City

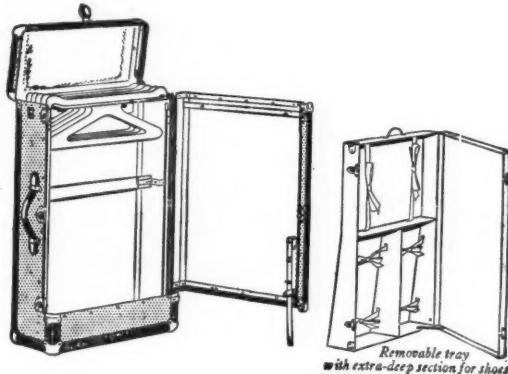
By the purchase of Love Field, one of the best of the American war-time flying fields, Dallas has finally settled the long-delayed airport problem. The price paid for the new municipal port was \$325,000. This was one of the items provided for by the recent \$23,000,000 Ulrickson Plan bond issue.

Of the 5,000 landing fields now in use in the United States, the Government rates 1,075 as qualified airports. With ninety of these, Texas ranks second to California. Pennsylvania is third and Illinois fourth.

Col. W. C. Everett has been elected president of the Texas Howard Association. Edward S. Lauderdale was named vice president; A. Ragland, treasurer; F. E. Morris, secretary and George W. Achilles, superintendent.

# Wheary Wardrolette

## The Modern AUTO TRUNK



Just the Piece of Luggage  
You Need For That  
Auto Trip

Cleverest piece of luggage in years—the Wheary Wardrolette! A real wardrobe trunk, yet only about the size of a suitcase. Fits under Pullman seat, on running board of car, in steamship or airplane cabin, in taxi or motorbus. Sets on end for packing. Cushioned top keeps clothes from wrinkling. Light, compact, easy to handle. In smart new colors.

Prices Range:

\$27.50 to \$60.00

**Padgill Bros. Co.**  
1014 COMMERCE ST. OPPOSITE MARTIN.  
RETAIL — "FINE LEATHER GOODS" — WHOLESALE

# “An Ideal City of S

## FOREST LAWN CEMETERY

### PUBLIC OFFERING

*14000 Shares*

### Forest Lawn Cemetery and Mausoleum

(Incorporated under the Laws of the State of Texas)

### \$7.00 [Seven Dollars] Cumulative Preferred Stock

(Without Nominal or Par Value)

Fully Paid and Non-Assessable.  
Convertible Features

Redeemable in Whole or in Part at Any Dividend Date After Five Years at \$105.00 and Accrued Dividends



Authorized	To Be Outstanding
\$7.00 (SEVEN DOLLARS) Cumulative Preferred Stock	15,000 Shares
Common Stock, Voting Stock	30,000 Shares

*Fully Paid and Non-Assessable*

The Cumulative Preferred Stock is Preferred as to Assets and Dividends.

These shares are exempt from normal State and Federal Taxes.

#### History and Business

Forest Lawn Cemetery and Mausoleum owns and operates one of the largest Burial Parks in Texas. The Forest Lawn Company was first incorporated October 16th, 1922. Its steady growth has been accomplished under competent management. The present business

comprises over 700 Lot Owners and 75 leading business and professional men of Dallas as Stockholders.

The Company proposes to spend in excess of a Million Dollars from the sale of the Preferred Stock as and when subscribed for permanent improvements, to increase its capacity, to build an impressive Community Compartment Mausoleum, to render a larger public service and care for the growing needs of the community it serves.

#### Property

The property of the Forest Lawn Cemetery and Mausoleum comprises 150 acres of valuable land in Dallas County, located north of the City on the Denton Road, less than six miles from the city limits, on main paved highways, a twenty-minute drive by automobile from the heart of Dallas. The Interurban Railway passes the property with a station at the entrance to the cemetery. It is proposed to purchase additional acreage for Burial Park purposes, thus making Forest Lawn Cemetery the largest in the entire South.

#### Purpose of Issue

The proceeds of this financing will be used as and when required for the carrying forward of the various improvements outlined.

To further develop the properties of the Company To build an impressive and everlasting Community Compartment Mausoleum of about 1500 crypt space capacity, designed to care for future needs by additional units. The Mausoleum will be constructed of reinforced concrete; the interior and exterior to be Georgia

The above 14,000 shares of \$7.00 CUMULATIVE PREFERRED STOCK are offered for subscription at Accrued Dividends.

Convenient terms may be arranged in the phase of the

For further particulars, address—

**GEORGIA**  
Director of Development and  
613 Construction Building, Da

Phone 2-8205

All legal details in connection with this issue were prepared by Runge, Attorneys, Magnolia Building, Dallas.

The amendment to the charter of Forest Lawn Company of Texas and the sale of the securities of this issue authorized an Commissioner of Texas.

# of Silence and Peace"

## CEMETERY AND MAUSOLEUM

Marble or its equal; a ventilating system, heating plant; indirect lighting; Cathedral art glass windows and bronze fixtures throughout.

To acquire additional real estate for Cemetery purposes.

To build artistic but utilitarian entrance portals of Georgia Marble or its equal, greenhouse, sunken gardens, mirror lakes, complete underground sprinkling system; comprehensive and beautiful landscaping, permanent boulevards and driveways, Superintendent residence and employe cottages; and provide additional working capital.

### Management

The conduct of the affairs of the company will always be under the control and management of the Board of Directors elected by the Stockholders.

### Dividends

The dividends of \$7.00 (SEVEN DOLLARS) a share, per annum, on the Cumulative Preferred Stock is payable semi-annually, on April 1st and October 1st of each year, out of the net earnings of the company, and before any dividend is paid on the Common Stock.

### Resources

Potential resources from sale of graves and family plots, crypt spaces, family sections and private rooms in the proposed Mausoleum, and miscellaneous revenues should equal, over a reasonable period of time, five times the amount of this issue.

EVEN DOLLARS) CUMULATIVE PRE-  
sorption at **\$100.00** PER SHARE and

purchase of these securities.

**A. LEVY**  
Cemetery and Underwriting

Building, Dallas, Texas

Phone 2-8205

were prepared and approved by Messrs. Germany &

own Company was granted by the Secretary of State of  
authorized and permit issued by the Blue Sky Law Com-

MISSIONS

## FOREST LAWN CEMETERY AND MAUSOLEUM

### Development Roster

#### EXECUTIVE OFFICES

Suite: 613 Construction Building, Dallas, Texas  
Phone 2-8205 Phone 2-8205

Administration Office at Cemetery  
Denton Road, Dallas

A. H. LIESE, General Manager  
Phone 3-9944 J5

#### OFFICERS AND DIRECTORS

JULIUS A. GERMANY, Attorney, Magnolia Bldg.,  
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GEO. H. BIRD, Schoolar-Bird Co., Santa Fe Bldg.,  
Secretary-Treasurer

CHAS. A. RICHEY, President, Fuller Construction  
Company

WM. MORRISS, JR., Investments, Fidelity Union  
Building

MARSHALL COLLINS, General Sales Manager  
Oliver Chilled Plow Co., Santa Fe Bldg.

DEPOSITORY  
American Exchange National Bank

COUNSEL  
Germany & Runge, Dallas

ARCHITECTS  
Herbert M. Greene, LaRoche & Dahl, Dallas

BUILDERS  
Watson Company, Dallas

ACCOUNTANTS  
Schoolar, Bird & Company, Dallas

DIRECTOR OF DEVELOPMENT AND UNDERWRITING  
George A. Levy, Dallas

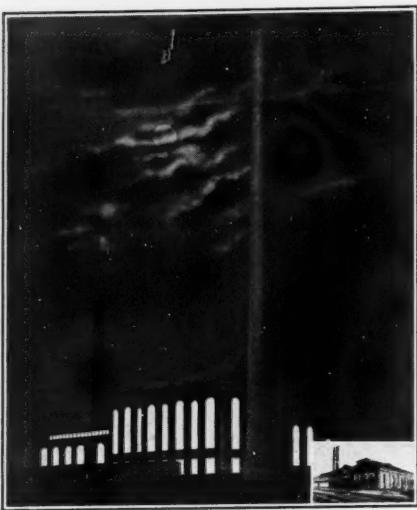


*The highest type of investment yet devised  
for community benefit.*

*Safety and Profit.*

*A Perfect Investment—Not a speculation.*

*A service of love and devotion to the living  
and a trust to the departed.*



*This is the great electric generating station which supplies the electric needs of Dallas. Inset below, is the small plant of twenty-five years ago.*

## Electricity Is Your Tireless Mechanical Slave

Alert to your every bidding, this fluid-like energy is YOUR slave, in school, church, home, in commerce and industry.

With a flick of the switch, limitless power flows to the outlet at your very hand, ready to light your way, ready to do your laundry, or to clean your home, ready to operate your radio. You may use electricity in more than twenty thousand ways.

Take full advantage of this silent, willing servant—in your home, in your business!

**DALLAS POWER & LIGHT COMPANY**

*Light - Heat - Power - Refrigeration*

### "Dallas"

*(Continued from page 8)*

These include summer and winter stock companies, many good road shows during the season, high class vaudeville and motion picture houses and the Little Theater. Dallas has theaters costing as much as \$2,000,000 and seating as high as 3,000. Two theaters are shown in the foreground and further down the street the lights of ten other playhouses prick their way into the night. Music and all the finer arts occupy a high position in Dallas. Art displays are available to the public the year around. Grand Opera is enjoyed annually and other foremost musical attractions of the Nation are enjoyed locally and draw visitors from a wide radius.

#### You Will Be Well Fed.

Restaurants in Dallas, either connected with hotels or independent, are numerous and of a generally high standard. Some of the highest-priced chefs in the Nation are here. You can get meals with a Western flavor, Mexican dishes, Chinese dishes, old-fashioned Southern cooking or other distinctive dishes. All the year truck gardens and farms are producing in some part of Texas, and this, coupled with proximity to packing houses, poultry farms and orchards, tends to make for most reasonable food prices.

#### Publicity for Conventions.

The success of a convention depends largely upon proper publicity. Dallas has four excellent daily newspapers, all generous with convention news and is the publication point of 70 weekly or monthly publications. The Associated and the United Press co-operate to the fullest extent in giving publicity to conventions and the same is true of two local radio broadcasting stations, which can be heard nearly half-way around the globe. The Convention Department of the Chamber of Commerce gladly renders any assistance in securing the best possible publicity on conventions.

#### You Will Find Your Club Here

Dallas has a number of strong clubs, splendidly housed, such as the Dallas Athletic Club, City Club and University Club. All leading national service clubs such as Rotary, Kiwanis, etc., are represented here. Religious and fraternal clubs have in many instances pretentious homes and there is a host of strong women's clubs. The various clubs of the city are most hospitable in the entertainment of visitors.

#### Jobbing and Manufacturing

Dallas is the Nation's 15th largest jobbing center, with an annual business of about \$800,000,000, done by its more than 500 wholesale firms. More Northern and Eastern concerns maintain headquarters in Dallas than in any other Texas city. Dallas leads the Nation in the manufacture and distribution of cotton gins and saddleery, harness and leather goods and is third largest distributing center for farm implements. Dallas has more than 700 factories producing

annually goods valued at about \$165,000,000.

#### Churches and Schools.

Dallas has nearly 300 churches. Practically all recognized denominations are represented. Dallas has 131 schools, including 45 grade and 6 high and 80 private schools. Among the latter are Southern Methodist University, Dallas University, and Baylor University's departments of medicine, pharmacy, dentistry and nursing.

#### Speedy Communication.

Dallas is Southwestern headquarters for both telegraph and telephone companies with special direct lines connecting with all parts of the continent.

#### If You Want to Borrow Money.

Dallas is the financial center of the Southwest, with 16 National or State banks and is the home of the Federal Reserve Bank of the 11th District. Dallas ranks 19th in the Nation in bank clearings and 23rd in postal receipts, although only 42nd in population, according to the 1920 Federal census.

#### Ample Auditoriums.

Dallas has 80 auditoriums, seating from 100 up to several thousand, in the downtown district. At Fair Park, within a few minutes ride, is an ideal set-up for large conventions with exhibits—the Exhibit Building shown at left, being but a few steps from the Auditorium, shown at right.

#### Tents

Tents ranging from those large enough to cover a great circus to backyard sandpile tents are being built in the tent department of the Dallas Tent and Awning Company. This department has been expanded recently until it occupies the two top floors of the company's three-story plant on East Commerce street.

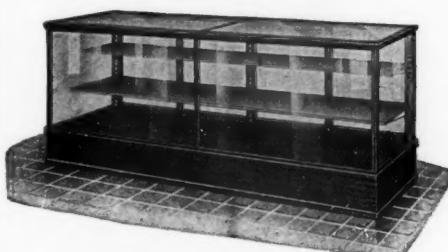
What is believed to be the largest tent ever built in the state, 120x210 feet, was built recently by the Dallas Tent and Awning Company. This tent gives covering for 7,500 persons.

The factory distributes tents throughout the Southwest, Mexico and as far north as St. Louis, according to J. Fred Phillips, president. A tent is now under construction for missionary use in China. Other officers of the company are J. A. Sommerville, vice president and W. B. Sommerville, secretary.

#### "GET THEE BEHIND ME—"

A certain buxom woman stood in the aisle of a crowded street car. In front of her sat a rather cantankerous-looking man apparently absorbed in his newspaper. The car stopped suddenly and she trod sharply on his foot. Looking up over the top of his paper with anything but a happy expression he said, "Madam, will you please get off my foot?" "Put your foot where it belongs," she replied shortly. "Don't tempt me, madam, don't tempt me," he retorted.

—Colville's Printalk.



From Manufacturer direct to you—at a saving  
in price and freight

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

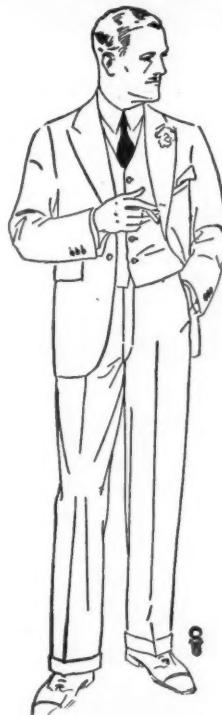
Dallas, Texas

Phone 7-6098

THE  
**Dallas Market**  
has a large modern  
factory, comparing fa-  
vorably with any in  
the country devoted to  
the manufacture of  
**Show Cases  
and Fixtures**

for the Dry Goods,  
Millinery, Jewelry,  
and Drug Trades.

# Business Men.... WILL APPRECIATE THIS!



There is something different, finer, about the smooth, firm feel of a **MASTERBUILT TAILORED - TO - MEASURE** suit . . . it sets smooth and close over the neck and shoulders and you look and feel ever so much better dressed in a suit made by us.

The **MASTERBUILT** salesman who calls on you is reliable. He is a Dallas Merchant who receives the backing of this institution and is worthy of your time and consideration.

We wish that every man in Dallas and Texas could see our tremendous tailoring institution. Occupying more than 10,000 square feet of floor space, it is, without exaggeration, one of, if not the finest, tailoring plants in the South. Masterbilt suits are made in Dallas and sold everywhere at the three prices below.

**\$29<sup>50</sup>**

**\$38<sup>50</sup>**

**\$48<sup>50</sup>**

*Imported and Domestic Fabrics  
Fit and Workmanship Guaranteed*

**MASTERBILT TAILORING CO.**  
*Custom Tailored Clothes*

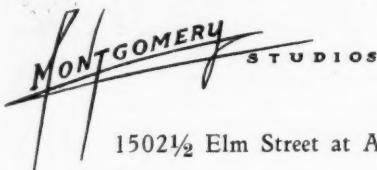
Workshop and Offices, Young and Browder Sts.  
Open Until 6 P. M. Daily, including Saturday

No. 16 in a Series of  
**Portraits**  
 of  
**Prominent**  
**Dallasites**



PHIL T. PRATHER  
 President of the  
 Prather Cadillac Co.

ONE of the finest automotive buildings in America and the newest imposing addition to industrial Dallas is the new home of the Prather Cadillac organization. Such success as Mr. Prather's is attained through the honest endeavor to serve wholeheartedly. The patron of Montgomery's finds the same kind of service, quality of product and courtesy in dealing.



Phone 7-5497

Dallas, Texas

# Floor Furnaces



**A**BOUT the size of a steamer trunk is the new floor furnace for cottages. It fits under the floor and has only one register, and your whole house keeps warm from the circulating air.

On sale by Factory Representatives

**THE DALLAS GAS COMPANY**

Dispensers of Natural Gas

## Two Years of Air Mail

(Continued from page 9)

cides to invite the industrial men of New England and sends the invitation the modern way—by air. The up to date firm decides to advertise by mail and uses air mail, knowing it attracts greater attention, and produces greater results than ordinary direct-by-mail advertising. The student at S. M. U. needs money and coaxes it out of Dad by sending an air mail letter. The ardent lover, desiring to impress his sweetheart sends his burning vows and sweet nothings by air mail. A friend desiring to show the warmth and sincerity of his affection uses the air mail.

### A New Span of Life.

Do these varied uses have a value to Dallas? If anyone thinks they haven't go to any good sized city without air mail and ask them. The air mail, by cutting down on the number of days needed to complete the many transactions in business, has added just that many more days to the average business life. Business matters formerly requiring seven days can now be completed in four, making almost twice as many days added to business as there were before. The airplane has added a new meaning to the span of life, for it has added days to it and man now is able to accomplish many more things because of the extra days.

During the two years, the air mail lines have found themselves, for blazing a new trail as did the pioneers of old, much had to be learned about operating, about the conduct of a new and untried business. While such lines are systems of transportation, and have many things in common with existing transportation systems, yet there was a great deal to be learned, new methods to be tried, old ones to be discarded. The airplane and the motor have undergone important changes, making aircraft safer, faster and more dependable. Mechanical failures are rare, accidents almost unknown and the greatest handicap of all, the weather, is being gradually overcome. By next winter considerable progress will have been made in reducing delays caused by weather, by means of the radio directive beacon, the radio telephone, improved weather reports, and better ground facilities.

### Air Mindedness of the Southwest

Another value to Dallas lies in the fact that Dallas has made an auspicious start. So far Dallas has created more business per capita than any Texas City. However, the volume of business per capita from the Southwest does not compare favorably with some other sections. In this respect the Southwest and the conservative East are lagging behind, and not keeping pace with the balance of the country which seems to have become more air minded. The air mail lines have succeeded in arousing the air consciousness of Dallas to a limited extent. One of the outstanding values of the lines will be reflected in the degree

to which Dallas becomes air minded, patronizes existing lines, thus offering an incentive to capital to invest in new Southwestern lines. Air transport lines in the future will be charted according to the economic needs of the people, and their indicated willingness to support and use the most modern means of communication and transportation. Aviation capital can now look over the country, analyze the results of two years pioneering and determine what sections of the country offer the best opportunity for a reasonable return on the investment. Theoretically, Dallas and the Southwest with unlimited distances to be traversed, should offer this opportunity, actually, the Southwest must arouse itself, think more strongly in terms of the air and make the present lines prosperous before aviation capital will be attracted here. Air transport lines are now an integral, vital part of a city's transportation facilities. Opportunity is beckoning to the Southwest. Will she be seen, recognized and answered?

## New Members

Dr. W. E. Black's Crown Remedy, Chemical Manufacturer. 904 McKinney Avenue.

City Cleaning & Dyeing Co., dry cleaning, dyeing and hat renovating, 4905 Ross Avenue at Fitzhugh.

Duro Products Co., permanent wave machines, 1520 Main Street.

Dependable Battery and Electric Service Co., battery service, 1622-24 Hall Street.

Headcraft Cap Mfg. Company, cap manufacturers, 907 Commerce Street.

Albert Neckwear Company, neckwear manufacturers, 907 Commerce Street.

Taylor Ice Cream Maker, ice cream making machines, 4110 Oak Lawn Avenue.

Kemper's Advertising Agency, Inc., coupon advertising, 212 Mercantile Bank Building.

Herschel D. Smith & Son, architects, 402 Central Bank Building.

The McNeel Marble Co., monuments, 1302 Dallas National Bank Building.

Kramer & Kerr, architects, 709 Burt Building.

United Heater Corporation, water heaters, 1617 Pacific Avenue.

Mexican Petroleum Corporation, petroleum, 1402 Republic Bank Building.

Texas Signal Corporation, safety signals, 906 Kirby Building.

Wells & Stanton, cotton future brokers, 706 Kirby Building.

Dr. Lee Hudson, physician, Medical Arts Building.

Mrs. Drake's Sandwiches, manufacturer of sandwich and other food products, 4404 Junius.

Henry C. Knight, architect, 330 Wilson Building.

Hilbert H. Loggins, 644 Third Avenue.



Mr. John Jones,  
Dallas, Texas.

Dear Mr. Jones:-

Have you ever tried using sketched illustrated letters instead of your regular letterhead for mail contacting and selling--getting new customers or bringing the dead ones back to life?

Action, pictures and space are the key notes of magazine advertising. The same psychology but personally applied can be obtained by using our Mimeogravure Processed Letters instead of using your regular letterhead. Your name at the top of a letter may cause an anti-climax to a letter whereas an apt illustration will arouse interest and make the addressee read the letter to see what it is all about. It is your message first, then your name and in many cases this method is very, very effective.

Mimeogravure Processed Letters, illustrated and personalized can probably be applied whether your business is selling a service, a particular commodity, a class of merchandise or a candidate. It is low in cost because no electro or cuts are used and anything from an idea to any commodity can be illustrated.

Ask us about it.

Yours very truly,

COMMERCIAL PTG. & LETTER SERVICE CO.

918 Santa Fe Bldg.

P.B.X. Phone 2-8168



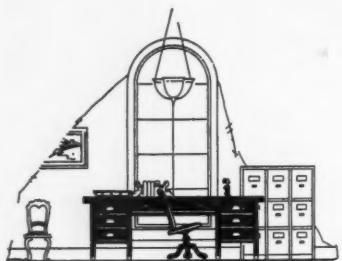
Kemp S. Burge  
W. Marion Newman



*Everything for  
the Office*

**Vance K. Miller Co.**

1916 Main Street  
7-6713



Office Furniture  
that  
Builds Prestige  
for  
Your Business

## Natural Gas



**Is a True Community  
Builder!**

**... AN ASSET TO YOUR TOWN**

*Natural Gas* usually heads the list of advantages offered by most Texas and Oklahoma communities to manufacturers seeking locations. Your community growth is largely dependent on utilizing to the full this asset of *Natural Gas*, the cheapest industrial fuel available anywhere. Lone Star Gas Company takes pleasure in maintaining a type of gas service to your community that will make a real drawing card. In addition to being a community asset, Natural Gas gives you the direct advantage of cheap, clean, convenient fuel for cooking and heating.

**Lone Star GAS Co.**

\* The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



Motor Finance Co., automobile and furniture loans, 917 Elm Street.

Powdrill Motor Freight Service, motor freight lines, 2501 Floyd Street.

Wier-May Furniture Co., 1011 Elm Street.

Republic Building & Loan Association, loans and investments, 114 Field Street.

Purity Ice Cream Co., ice cream manufacturers, 504 South Harwood.

S. N. McLaran & Co., accountants and auditors, 725 Santa Fe Building.

Texas Opalume Sign Co., Inc., electric signs, 4820 Bexar Street.

Radium Ore Revigator Sales Co., 1818 Live Oak Street.

Carr & Co., photographers, 1004½ Elm Street.

Champion Shoe Machinery Co., 704 Main Street.

Max Busch, printing and book binding, 910½ Elm Street.

W. N. Coombes, attorney, 515 North Texas Building.

Wells Transfer & Storage Co., 4226 Main Street.

International Correspondence Schools, 518 Mercantile Bank Building.

North American Car Corporation, refrigerator cars, 1305 Republic Bank Building.

McNamee & Co., cotton, Cotton Exchange Building.

B. & J. Auto Awning Co., wholesale and retail, 103 South Houston Street.

Devoe & Raynolds Co., Inc., paints, 1407 Elm Street.

International Exterminator Co., 111 N. Carroll Avenue.

Draughon's Business College, 105½ North St. Paul Street.

Bailey, Burns & Fitzpatrick, general contractors, 602 Mercantile Bank Building.

Joseph B. Neuman, teacher of Dancing, 1015½ Elm Street.

J. M. Howell, furniture, retail, 2702-4-6 Live Oak Street.

B. A. Dunn Cycle & Sporting Goods Co., 1400 Young Street.

DALLAS—Cradle of the famous "Dallas Spirit."

DALLAS—Entertained 347 conventions in 1927.



Smith & Rawlings



## New Freight Service

The Transportation Committee has in its continuous endeavor to improve the movement of less than car-load merchandise from Dallas to all points in the Southwest, arranged effective May 14, 1928, for the inauguration of special merchandise car to operate from Dallas to all points on the Texas Midland Railroad via Southern Pacific-Ennis and Texas Midland. This, (excepting Terrell, Commerce, Greenville, Neyland and Granby) the proposed schedule, will make second morning delivery to all stations on the Texas Midland Railroad—Paris arriving at that city at 7:30 a. m. Also recognizing the necessity for better service into the valley the Transportation Committee has arranged effective May 14, for through merchandise cars from Dallas to all points on the Gulf Coast Lines in the valley, Kingsville, Texas and South and Harlingen and East, including stations on the Rio Grande City Railway. Merchandise cars will leave Dallas at 6:00 p. m. arriving at Harlingen at 1:45 a. m. third morning. There car will be worked by a night crew and final delivery made to all points on the Gulf Coast Line in the valley the third day. This will be an improvement from 24 to 72 hours in service.

## Directory Corrections

Refer to Classified Membership Directory in the March issue of DALLAS and make the following additions and corrections:

### Accountants and Auditors

ADD: Young, Arthur & Company, 1112-13 Magnolia Building.

### Brokers, Merchandise

Overton, W. W. & Company, change address to 618-21 Mercantile Bank Building.

### Chemicals

DeForrest, T. S., Company, change address to 2411 K. Street.

### Custom House Brokers

Zanes, W. R. & Company, change address to Dallas National Bank Building.

### Insurance Companies

Kansas City Life Insurance Company, change address to 802 Magnolia Building. ADD: Manhattan Life Insurance Company, 1517 American Exchange Bank Building.

### Linseed Oil and Turpentine

DeForrest, T. S., Company, change address to 2411 K. Street.

### Paints, Oils and Varnishes

ADD: DeForrest Company, T. S., 2411 K. Street.

NuEnamel Paint Company, change address to 1368-70 N. Zangs Boulevard.

ADD: Peaslee-Gaulbert Company, 2404 Logan Street.

### Sugar

Overton, W. W. & Company, change address to 618-21 Mercantile Bank Building.

ADD: Imperial Sugar Company, 618-21 Mercantile Bank Building.

# When you think of advertising -think of Stellmacher & Clark

## Advertising Typography Advertising Specialties

"Advertising Typography," according to Benjamin Sherbow, acknowledged authority on the use of type in advertising, "should be, above all, easy to read."

We have been privileged to do the typography for most of the agencies in Dallas for a number of years and our work has received national recognition.

Now you will see our best efforts in the advertisement of Dallas which will appear in leading national magazines.

## Advertising Printing

Advertising Printing, to be most effective, must be the vehicle of the message. It must direct interest and command attention without being offensive. To make advertising printing do this—is our daily task.

## Advertising Embossing

Our patented processing equipment enables us to do embossing on advertising printing without the usual delay and expense of steel dies. This often adds that touch of dignity and refinement frequently necessary to properly convey your message.

We supply anything in Advertising Specialties from A to Z

Aprons	to Ash Trays
Badges	to Buttons
Caps	to Corkscrews
Dance Programs	to Dust Pans
Easels	to Eyeshades
Feathers	to Frogs
Games	to Grip Tags
Hats	to Horns
Ice Picks	to Inkographs
Jar Lifters	to Jewelry
Key Rings	to Knives
Lapel Buttons	to Letter Openers
Matches	to Mirrors
Nail Files	to Needle Cases
Orange Peelers	to Order Books
Pencils	to Pocketknives
Quills	to Quoits
Rubber Balloons	to Rulers
Savings Banks	to Stilts
Tape Measures	to Thimbles
Umbrellas	to Utility Chests
Vanity Cases	to View Cards
Wallets	to Whistles
Xebec Clocks	to Xmas Blotters
Yardsticks	to Year Books
Zone Markers	to Zoo Toys

# Stellmacher & Clark, Inc.

Advertising Typography . . . Advertising Printing . . . Advertising Specialties  
Phones 7-1230 & 7-1238

DALLAS 2715 Elm Street

## FRANK ROGERS

Photographs for All Purposes

1304 Elm Street  
Phones: 2-4619; 2-6321

## Myers, Noyes & Forrest

CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.  
DALLAS, TEXAS  
Surveys, Investigations and Reports

SLAUGHTER  
MAYFIELD  
CO.

Tailors Since 1886  
S. W. Life Bldg.



S. L. Ewing  
Company

TYPEWRITERS  
1606 Commerce  
2-3026 Dallas

## Sims Letter Company

7-4033 for

DIRECT  
ADVERTISING

606 WHOLESALE  
MERCHANTS BLDG.

Buying Back the Empty Box  
Super-Service Dry Stencils & Super-  
Service Ink made to use on—

MIMEOGRAPH AND NEOSTYLES  
Used by many of the largest Institu-  
tions and organizations in Dallas.

Get our prices—We sell for less.

If for any reason you are not entirely  
pleased—return the empty package for  
full credit.

Texas Duplicating Supply Co.  
1521 Commerce Dallas, Texas

BENNETT'S BOOKS ARE BETTER

Engraved  
Wedding Invitations  
AND  
Announcements

A wedding invitation or announcement to be correct must be engraved.

Mail us your order for either Invitations or Announcements and rest assured they will be correct in every detail.

*Samples and Prices on request*

Bennett Printing Co.  
DALLAS, TEXAS

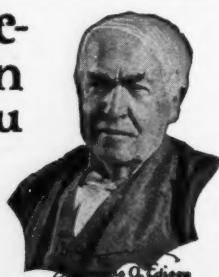
TO EXPRESS QUALITY USE LITHOGRAPHY

Think once-write once-  
at once is the Edison  
dictation principle you  
will ultimately adopt.

THE EDIPHONE

1714 Commerce St.

Phone 2-6976



**Ediphone**  
Edison's New Dictating Machine



J. PERRY BURRUS

J. Perry Burrus, Dallas capitalist and a director of the Dallas Chamber of Commerce, was re-elected a director of the United States Chamber of Commerce in the recent annual convention of the national body. Mr. Burrus was appointed to that position upon the death of Louis Lipsitz. He won the election over Alexander Bonneyman of Knoxville, Tenn., after being nominated by George Waverley Briggs, vice president of the Dallas Chamber, a national councilor in the United States Chamber.

#### Mausoleum for Dallas

A great mausoleum, to cost approximately \$750,000, is to be erected to serve Dallas, as a part of the \$1,500,000 development program of the Forest Lawn Cemetery, according to George A. Levy, director.

The mausoleum will be under construction by the end of the year, Mr. Levy predicted. Watson Company has been chosen as general contractors, with Herbert M. Greene and LaRoche & Dahl as architects.

Julius A. Germany is president of the Forest Lawn Cemetery and Mausoleum, Inc., and George H. Bird is secretary.

Mr. Levy came to Dallas from Denver where he was director of exploitation of the \$20,000,000 Moffat tunnel. He was formerly city and county industrial engineer for Denver. He is a well known authority on civic and industrial problems and is author of several books on these subjects.

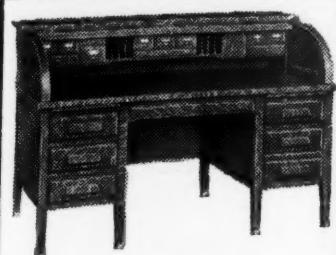
#### New Hospital Has Opened

Dr. Gerald B. Thaxton has opened a new Post-Graduate Clinic, Hospital and Dispensary at the corner of San Jacinto and Leonard streets.

Dr. Thaxton was a director of the City-County Hospital System under the Blaylock city administration.

A Post-Graduate Clinic is established to provide Clinical teachings for the outside graduate doctors who wish to brush up on modern procedures of medicine.

The latest and most modern appliances have been installed throughout the hospital.



**Big Stock—New and Used  
OFFICE FURNITURE**

## Buy Here Save Money

**GOOD DESKS  
GOOD VALUES  
GOOD SERVICE**

## Askew

**Office Furniture  
Exchange**

310 North Akard 7-1220

## Titche-Goettinger Plans New Building

The Titche-Goettinger Company, Inc., has acquired control of additional property facing on Elm street near St. Paul street, and expects to have work under way within the next few months on what is intended to be one of the finest and most complete department stores in America.

With the closing of a ninety-nine-year lease on fifty feet on Elm street, the company completed a site with an aggregate of 125 feet fronting on both Elm and Main streets, running through the block, with 200 feet on the east side of St. Paul street. On this ground will rise a modern structure of eight or ten stories of handsome proportions and including every facility and convenience developed in up-to-date merchandising, officials of the company said.

Cost of the building and site will amount to about \$2,500,000. Title to all the property was already held by the Titche-Goettinger Company except the fifty-foot frontage on Elm, the lease on which was made Saturday. This was concluded with B. F. Wood of Dallas and R. Jarvis of Terrell, joint owners of the lot. The deal was handled through C. L. Maillot of Maillot & Stewart.



## Look Optimistic

The optimistic effort to make the best of things, to look as closely as possible on the sunny side of life and its problems, to keep away from needless worry and useless regret leads directly to Life Insurance. Have you enough?

## A. C. Prendergast & Co.

2-3359 2-6444 2-6445

*A Departmentized Insurance Agency  
REPRESENTING  
The Travelers Insurance Co.  
REPUBLIC BANK BUILDING*



### AVAILABLE FOR LEASE IN THE FOURTH UNIT OF SANTA FE BUILDING

The Santa Fe Building is best known business address in Dallas, your logical distributing center.

Located on Young Street in the wholesale district, and within three blocks of the shopping center.

New, modern, fireproof building with low insurance rate.

Our trackage facilities offer quick service and minimum handling. Served by railroad tracks with switch engine assigned exclusively to this building.

Convenient to incoming and outgoing freight terminals. Within one block of five of the leading freight terminals, four blocks of another one, and seven blocks of another.

For space in First and Fourth Units, Apply

## Terminal Building Corporation of Dallas

Phone 2-5067

1116 Santa Fe Building



### ATLAS Trash Cans

can be built in special sizes, reinforced for extra strength if desired, to meet the individual requirements of business firms.

Atlas Metal Works  
DALLAS

### Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc. JNO. J. JOHNSON  
1912 N. St. Paul St. 2-6729; 7-4218

A Complete Banking, Trust and Investment Service

THE REPUBLIC  
NATIONAL BANK  
REPUBLIC TRUST &  
SAVINGS BANK

Dallas, Texas

Hanway & Williams  
Jas. L. Hanway  
Insurance in all its branches  
203 Central Bank Bldg.  
Phone 2-3822

We are showing the advanced  
styles of  
SPRING AND SUMMER  
SUITINGS

S. Koenigsberg, Inc.

Tailors and Importers  
1306½ MAIN ST.

### Junior Chamber to Entertain Visitors

Plans have been made to entertain here approximately 500 young men from all over the United States June 12.

These men will be delegates to the national convention of the United States Junior Chamber of Commerce in San Antonio June 13 to 16 and the local Junior Chamber will act as host, according to John L. Briggs, vice president.

Invitations have been sent to all Junior Chamber organizations, and already many have definitely stated that the members will be here. Fifty members from Lincoln, Nebraska, have advised that they will travel by motorcade to the convention and that the Dallas concentration is included in their plans.

The visitors will be taken throughout the city and will be guests of the Dallas club of the Texas League at a ball game that afternoon. Present plans also call for a barbecue at noon and for a cabaret dinner that night at the Baker Hotel. The Baker Hotel will be the official headquarters for the concentration party.

The committee in charge of the plans and responsible for their successful culmination is as follows: Granville Moore, General Chairman; Julius Schepps and John D. Jacobson, Vice Chairmen; E. Burton Knight, Chairman Reception; C. O. Girard, Chairman Entertainment; Hal Sparkman, Chairman Publicity; and Charles Shortridge, Chairman Transportation; and John L. Briggs, Ex-Officio Chairman. Of this committee the first four named are past presidents of the Dallas J. C., Girard is National Director and Sparkman is National Councilor.

### Keeping up With Busy Dallas

W. Paul Gage is the new secretary of the City Club. J. A. Somerville and Fred Schoellkopf are vice presidents. J. A. Pondrom is treasurer and George Watson secretary.

Alfonso Johnson, for several years business editor of The Dallas News and The Dallas Journal, has been appointed vice president and general manager of the Refrigerator Sales Corporation, Tulsa, Okla.

Mrs. John M. Hanna was reelected president of the National Young Women's Christian Association at the convention recently in Sacramento, Calif.

Appointment of R. D. Hilt of St. Louis as general manager of the Reo Motor Car Company of Texas has been announced. The former manager, J. H. Lemons, has been transferred to Houston.

J. L. BURGESS L. E. BURGESS  
M. N. CRESTMAN O. D. BRUNDIDGE  
O. A. FOUNTAIN H. A. BATEMAN  
L. E. ELLIOTT W. H. WHITE

### BURGESS, BURGESS, CRESTMAN & BRUNDIDGE

Attorneys

1106-1112 Southwestern Life  
Bldg.  
General Civil Practice

Specialties—  
Corporations, Insurance, Machinery and  
Real Estate Practice.

### ZUBER & ZUBER

Wholesale Collections  
408 Santa Fe Bldg.  
Established 1918  
C. B. Zuber F. M. Zuber

### Metropolitan

BUSINESS COLLEGE  
DALLAS, TEXAS  
"The School With a Reputation"  
Has Made Good Since 1887  
Absolutely Thorough and Reliable  
A Position for Every Graduate  
Write, Call or Phone for Catalogue.

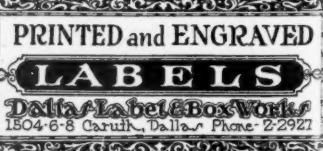
### American Elevators

sold by

### Hunter-Hayes Co.

312 Construction Industries  
Building

Manufactured by  
American Elevator & Mch. Co.  
Louisville, Ky.



### Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the  
Towel Supply Line

Service Unexcelled Phone 2-2736

## New Firms

(Continued from page 7)

for the Southwest, moved here from New Orleans; manufacturers of Van Heusen shirts and collars; Sam Wilson, branch manager; home office, New York, N. Y.

Post Graduate Clinic, Hospital and Dispensary, Dr. Gerald B. Thaxton, director; 2400 San Jacinto St.

Powdrill Motor Freight Service, 2501 Floyd St.

Practical Business College, 812 Southwestern Life Bldg.

Regan Sales Company, 1504 Magnolia Building; oil well supplies

Schiff Shoe Co., Columbus, Ohio, purchased Leon Kahn Shoe Co., 1308 Elm St.

Schmidt Lithograph Co., Simpson Bldg., 1521 Commerce St.; Southwestern district office, Harold L. Gee, manager; labels, cartons, corrugated paper products, display advertising; home office, San Francisco, Calif.

Sharp & Dohme, 1801-3 Commerce St., Texas distributing branch; Harry B. Croxson, district manager; P. A. Pegues, local manager; manufacturing chemists; home office, New York, N. Y.

Herschel D. Smith & Son, 402 Central Bank Bldg.; architects.

Stanley Fruit Co., 604 South Pearl St.; wholesale fruits.

Street Bulletins, Inc., 815 Praetorian Bldg., advertising.

Treemor Products Co., 2007 S. Ervay St., bottlers.

Turdy Chemical Co., Janitor supplies, 317 S. Willmet street.

Ward Heater Co., Los Angeles, Calif., establishing Southwestern distributing branch here; E. M. Ries, branch manager.

Wells & Stanton, 706 Kirby Bldg.; cotton and cottonseed oil future brokers; home office, New Orleans, La.; Clifford Witherspoon, manager.

Young Street Storage & Parking Co., 801 Young St.

Young & Browder Garage, 1417 Young St.

The following new Dallas concerns were also chartered during the month of April:

Acme Auto Top & Body Co., \$4,000 capital; Henry Daross, John Carmichael and Lou E. Carmichael, incorporators.

American Potash Company, 10,000-000 shares no par value stock; chartered by J. N. Stier, J. B. Adoue, H. R. Mitchell, Wirt Davis, M. Agress, T. G. Leachman, J. L. Lancaster, F. F. Florence, L. M. Bourne, Geo. S. Watson, Hugo Schoellkopf, all of Dallas, and A. L. Carter, Houston; to develop potash deposits in Midland, Ector and Upton Counties.

Avala Pharmacy, \$6,250 capital stock; John C. Loughlin, J. J. Loughlin and O. S. Burrow, Jr., incorporators.

Champion Winkler Oil Corp., \$300,000 capital stock; L. B. Pruitt, J. A.



## Are You Fully Protected Against Present-day Motoring Hazards?

WHETHER you, some member of your family or your chauffeur drives your car, you never know when an unforeseen and possibly unavoidable accident will result in costly damage to your car, the car or property of another — or be the means of the injury or death of a careless pedestrian or thoughtless child. Every year thousands are killed, hundreds of thousands are injured and millions of dollars worth of property are damaged as a result of automobile accidents in the United States alone

—approximately 24,000 being killed during the past year.

Every year thousands of jury verdicts, ranging from a few thousand to a hundred thousand dollars, are rendered against car owners in this country.

No wonder that thoughtful car owners everywhere are recognizing the importance and wisdom of carrying Public Liability and Property Damage Insurance as well as Fire and Theft.

Present-day motoring hazards require full protection for the car owner — and good judgment demands that you buy this protection at the lowest cost consistent with safety and service.

## Employers Casualty Company

A Stock Company Sharing Profits With Its Policyholders

ABILENE DALLAS  
AMARILLO EL PASO  
AUSTIN FORT WORTH  
BEAUMONT HOUSTON  
BRECKENRIDGE KANSAS CITY

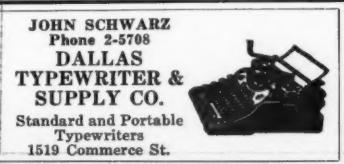


NEW ORLEANS SHREVEPORT  
OKLAHOMA CITY TULSA  
ST. LOUIS TYLER  
SAN ANGELO WACO  
SAN ANTONIO WICHITA FALLS

The Shield of Protection



DALLAS—Greatest telephone development per capita of any city in the world.



## Pat C. Miller & Company

### INVESTMENTS

We specialize in local Stocks and Bonds  
801 Marvin Bldg. Phone 2-7794

DALLAS—Annual retail business more than \$250,000,000.

405 Santa Fe Bldg. 2-9288  
Established Seven Years



## Anchor Awning Company

A Penniman Institution

A Guarantee of Reliability

### Manufactures in Dallas Anchor Awnings

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3919-21-23 GASTON AVENUE

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THE NEW WHOLESALE MERCHANTS BUILDING  
Corner Commerce and Poydras

### "The Center of Dallas' Wholesale Activities"

The present home of representatives for many nationally advertised products

One entire floor of 10,000 square feet now available. Can be easily divided into 1,000 to 3,000 square feet units.

Lights, heat, water and fans furnished. Lowest insurance rate obtainable in Dallas. Excellent elevator service.

• Rates on Application •

### MERCHANTS BUILDING CORP.

D. L. WHITTLE, Vice President-Manager

Phone 2-5475

McKissock and O. R. Pruitt, incorporators.

Duncan Dairy Supply Co., chartered with \$2,000 capital stock.

Everybody's Clothing Store, \$5,000 capital stock, chartered by Morris Nedleman and Josef Lieb.

Fuller Supply Co., \$25,000 capital stock; incorporated by J. Fisher, I. Fuller and H. Thames; to engage in wholesale plumbing supply business; lease has been taken on building at 2427-29 South Harwood St., business to be opened about June 1.

Johnson Aero Corporation, \$10,000 capital stock; Rufus S. Johnson, Ethel A. Johnson and Weems Craig, incorporators.

Niendorff Timber Co., \$5,000 capital stock; J. H. Niendorff and J. Hart Willis, incorporators.

Southwest Heating Co., \$20,000 capital stock; G. C. Blackmore, N. L. Blackmore and Wm. M. Cramer, incorporators.

Texas Mill Supply Co., \$10,000 capital stock; Thomas S. Inglesby, Sr., and Thomas S. Inglesby, Jr., incorporators.

Traders Realty Co., \$15,000 capital stock; D. L. Whittle, George T. Reynolds and J. S. Pulliam, incorporators.

Warner Quinlan Co., \$10,000 capital stock; J. C. McIntyre, William N. Bonner and L. D. Freeman, incorporators; developing oil producing properties in Crane County; home office and refinery, Warmers, N. J.

Weir-Mayo Furniture Co., \$25,000 capital stock; A. F. Weir, L. M. May and Alfreda Weir, incorporators; retail furniture.

The following foreign corporations were granted permits to do business in Texas during April, with headquarters for the State at Dallas:

Red Barrels, Inc., Dover, Del.; Alex J. Geisenberger, Dallas, Texas agent.

Texana Oil Company, New York, N. Y.; W. B. Harrell, Dallas, Texas agent.

Younglove Engineering Company, Sioux City, Iowa; George W. Segrist, Dallas, State agent.

#### W. E. CALLAHAN CONSTRUCTION CO.

W. E. Callahan, President  
E. S. Heyser, Vice President  
H. L. Johnson, Sec'y-Treas.  
General Office, 707-8-9 Kirby Bldg.  
Dallas, Texas  
Drainage, Irrigation, Railroad, Levee

#### MARTIN STATIONERY CO.

Legal Blanks, Office Specialties  
Printing, Embossing  
We Make Rubber Stamps  
112 POYDRAS ST. Phone 2-1992

#### Exclusive PRESCRIPTION PHARMACY

Prescriptions and Sick Room Supplies Only  
Phone 2-5445, Pacific and Ervy  
DALLAS, TEXAS

## Trade Opportunities

Myron B. Persons, 214 N. Palm Drive, Beverly Hills, Cal., wants to get in touch with several refineries in Texas interested in selling gasoline in carload lots delivered at Los Angeles, California.

Chase Plow Company, Lincoln, Nebraska, manufacturing the Chase Safety Tractor Pilot, desires to make a jobbing connection with a wholesale implement concern in Dallas for the Southwest. Write L. W. Kline, manager of Tractor Pilot sales.

Clark Manufacturing Company, of Philadelphia, manufacturing products sold through the wholesale and retail hardware and electrical trade, desires to make a connection with a manufacturers' agent in Dallas. Write D. A. McCarthy, District Sales Manager, 820 North First St., St. Louis, Mo.

Ruthven Breeze Motor Co., Amarillo, Texas, manufacturing a combination leatherless floating plunger and working barrel for the pumping of water and oil, desires to establish contact in Dallas with someone interested in establishing a sales and service station here.

Herbert E. Bucklen Corporation, Elkhart, Indiana, manufacturing a home lighting and power plant, windmill driven, for farm use, desires distributor for the Southwest.

The Scutan Company, Inc., 342 Madison Ave., New York, desires jobber connection in Dallas for the distribution of their line of Scutan papers—waterproof, vapor-proof, fungus-proof, tasteless and odorless, and extensively used by eastern industries requiring paper of the above qualifications. Write R. E. Balfour, director of sales.

C. L. Berger & Sons, Inc., 37 Williams St., Boston 19, Mass., manufacturers of engineering, surveying, mining and astronomical instruments, desire dealer in Dallas.

Cattaraugus Cutlery Co., Little Valley, N. Y., desires salesman for Texas to call on retail hardware dealers.

Neon Process Inc., 6523 Euclid Ave., Cleveland, O., desires to establish contact with Dallas sign manufacturing company for the production and distribution of their line of Neon gas signs in the Southwest.

Chester Siebold, 10024 Carnegie Ave., Cleveland, O., manufacturer of a line of hand-wrought silverware and jewelry, desires sales agency connection in the Southwest.

Dreyfuss & Brandeis, 132 West 36th St., New York, manufacturer of infants' and children's cloaks and coats, desire salesman or manufacturers' agent to handle their line in the Southwest.

Pickering Governor Company, Portland, Conn., manufacturing a line of governors for gasoline tractors, desires dealer for the Southwest.

Motograph Corporation, 451 East Ohio St., Chicago, Ill., makers of an illuminated travel word sign for ad-

## Buy It In Dallas

### E. McQueen Ad Company



Advertising Novelties that carry the Mark of Distinction

1001-3 Main Street

Dallas, Texas

**Business Reciprocity** is not only the GOLDEN RULE of commerce, but the cornerstone on which the CAPTAINS OF INDUSTRIES build their temples, all other foundations are "sinking sands." "Buy it in Dallas" translated, means for us to appropriate the dollars that circulate nearest home.

We have the best appointed office in the southwest, devoted exclusively to **Specialty Advertising**—associated with over a hundred factories, all master craftsmen in their respective lines, with 25 years of matured experience and obsessed with but one idea—a judicious investment for our clients this office offers the very best possible service to be had.

### Couch Armature Works Electric Motor Specialists

Rewind, Rebuild and Repair  
Power Motors and Generators  
Griffin & Camp Phone 2-4775

### HARRY BENNETT (Successor to RAYMOND STUDIO)

Commercial Photography  
2108 McKinney Ave. Phone 7-5171  
We photograph anything anytime

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Sales Letter  
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graphing  
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New Type for  
Every Job



Phone 7-6538 1916-A Main St.

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**When Buying Real Estate  
Have Your Title  
Guaranteed by**

**STEWART TITLE GUARANTEE CO.**  
Be Protected with \$1,500,000.00

## INTERNATIONAL HARVESTER COMPANY

Dallas Elm and Jefferson

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FOR EVERY LINE OF BUSINESS

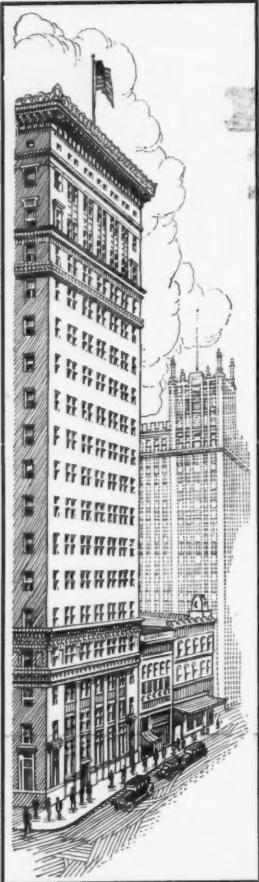


OF ANY SIZE DESIRED

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HESSE ENVELOPE COMPANY of TEXAS - DALLAS



*Banks and Business*  
**FINANCIAL  
 CHANNELS  
 THAT LEAD  
 TO YOUR DOOR**

ONE of the local benefits of a big bank is its widely ramified connections in the financial centers of the nation.

With over \$60,000,000.00 resources and its important relations with the whole banking structure, the American Exchange National Bank is always able to help its home city enterprises in accordance with their individual needs—both as to time and amount.

*"Constructive Banking  
 Since 1875"*

**AMERICAN  
 NATIONAL**  
 1875 EXCHANGE BANK 1928  
 DALLAS, TEXAS

**HOME OFFICE: DALLAS**  
 Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policy holders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a quarter of a century of unequalled insurance service—over \$1,800,000.00 paid in benefits.

**ITA**  
 INTERNATIONAL TRAVELERS  
 ASSURANCE COMPANY  
 Price Cross, Pres. Ben Haughton, Sec'y  
 Dallas, Texas

**ADVERTISE IN DALLAS**  
 if you want to reach the heaviest buying power in the city.

For advertising rates in DALLAS phone 2-5425.

**FRED L. LAKE & CO., Inc.**  
 RUBBER STAMPS  
 CONVENTION BADGES  
  
 STENCILS—SEALS  
 1015 Elm St. Dallas

vertising purposes, want to get in touch with firm or individual in Dallas to take distribution of their product for Texas and the Southwest.

Consolidated Manufacturing Co., P. O. Box 486, Terre Haute, Indiana, manufacturers of a deflector type ventilator for homes and offices, want representation in Dallas, through a sales organization of salesmen interested in handling their product.

### Civic Loyalty

Dallas, Texas, a city of about 211,000 population, has set an example for civic activities that might well be emulated by other American communities. The citizens of Dallas, believing in their city and having its welfare at heart, have raised a fund of \$450,000 to be spent in community advertising. This fund is not a part of the Chamber of Commerce budget and it has nothing whatever to do with any other commercial civic activity.

A separate organization has been created to direct the advertising of Dallas and to disburse this fund of \$450,000 which has been raised to present the advantages of Dallas to the rest of the country and to the world.

The Texas city has shown an admirable spirit. Conditions in that city have not been the best for the last two years. The city has been overbuilt which slowed down construction, and the surrounding territory has suffered from poor crops for several seasons.

Yet that city has voted \$23,000,000 in bonds, raised nearly a half million dollar fund for advertising, and is now considering another bond issue of \$6,000,000 for a highway improvement program.

This is a notable example of forward-looking, courageous citizens trying to overcome their difficulties through greater effort. Duluth is on the way to do this, too. Duluth has had an industrial and commercial survey, and now has a commission to work out a plan to take advantage of this survey.

All this community or any community needs, if it would grow and prosper, is the wholehearted co-operation of all its citizens in utilizing the city's natural advantages and resources and in working for the upbuilding of the community for the common good. A city whose citizens believe in it is bound to prosper.—Editorial in Duluth News Tribune.

**FREDERICK KRAMER**

*and*

**ERWIN G. KERR**

Announce  
 The opening of an office at  
 709 BURT BLDG.

For the Practice of  
 ARCHITECTURE

Under the Firm Name of  
**KRAMER & KERR**

## And It's Just As Natural Over Long Distance!



**I**N your personal contacts with people you don't use the sign language or pass notes back and forth. To talk is natural. Any other method seems ridiculous.

When you want to communicate with someone in your own community, you turn naturally to the telephone.

When you want to communicate with someone in a distant town, you can still use the natural method,—call them by long distance and talk to them. Nothing is as expressive as the voice in communicating thought.

Even to distant points rates are low. You can talk for three minutes as far as 500 miles for only \$2.40.



SOUTHWESTERN BELL TELEPHONE COMPANY

9th of a series of  
advertisements on  
the development of  
engraving throughout  
the ages

## TOLEDO, SPAIN

So ancient that some of the fables claim that "Here surely trod the first man and if this was not so—then surely Toledo's seven hills were the first to appear above the waters of the Deluge and Tubal, the grandson of Noah established here a kingdom."

Toledo has ever been the scene of strife and bloodshed. Thousands of battles have here been fought, but even in the darkest hours men pause long enough to record their story for posterity.

Today you may see them carved in pictures on the walls of the buildings.

*Your story in pictures  
leaves nothing untold*

### White Engraving Co.

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DALLAS, TEXAS**

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